

ARCHIE
SERIES

Archie's Girls



PBC

10¢

NO.
55
JULY

Betty and Veronica

RONNIE!
YOU'RE LOOKING
AT A FRIEND
IN NEED!

UNLOAD YOUR
SORROWS BETTY!
I'VE GOT BROAD
SHOULDERS!



TREASURE CHEST OF FUN



BIKE SPEEDOMETER READS UP TO 50 M.P.H.

See how fast your riding! Time yourself in racing and see if you can better your top speed. No gears, no complicated mechanism. Fasten to handle bars and go. Easy to install.
No. 199..... Only 75¢



YOU, TOO, CAN BE TOUGH

Master Jui Jitsu and you'll win any fight. This book gives all the grips, blocks, etc. which are so effective in counterattack. FREE book on how to perform strong man stunts also included.
No. 224..... 1.00



JOY BUZZER

The most popular joke novelty in years! Wind up and wear it like a ring. When you shake hands, it almost raises the victim off his feet with a "shocking sensation." Absolutely harmless.
No. 239..... Only 50¢

THROW YOUR VOICE



Your chance to be a ventriloquist. Throw your voice into trunks, behind doors, and everywhere. Instrument fits in your mouth and out of sight. You'll fool the teacher, your friends and your family and have fun doing it. Free book on "How to Become a Ventriloquist."
No. 137..... 25¢

SURPRISE PACKAGE



Are you willing to take a chance? We won't tell you what you get, but because you're willing to gamble, we'll give you more than your money's worth.
No. 678..... Only 50¢



WHOOPEE CUSHION

Place it on a chair under a cushion; then watch the fun when someone sits down! It gives forth embarrassing noises. Made of rubber, and inflatable. A scream at parties and gatherings.
No. 247..... 50¢



AMAZING MINIATURE RADIO

Tiny featherweight radio that operates without batteries, without tubes, but brings you years of listening pleasure. Nothing to wear out or replace. Plays indefinitely. Complete with own ear-plug.
No. 044..... 4.98



FOAMING SUGAR

Looks just like real sugar, but that's where the resemblance stops. When its dropped in liquids, they overflow and form clouds of suds. Seems as though it'll never stop.
No. 549..... only 25¢



ELECTRIC MOTOR Drives All Models

Yes, now you can have an actual electric motor for just 50¢. It sounds unbelievable, but it's true. This compact little kit makes it a cinch to build this high power unit. And the fun you're going to get driving your model planes, boats, etc. Comes complete with easy to follow instructions for assembly.
No. 852..... 50¢



PHAROAH SERPENTS

Special pill that when lighted forms 1 ft. snake. Has a stunning effect on the viewer. Can be done casually, or as a special trick.
Box of 10
No. 524..... 20¢



24" RUBBER SNAKE

A gigantic 24" snake that will coil and seem to be alive! Throw it into a crowd and watch the fun start.
No. 545..... \$1.98



BLACK EYE JOKE

Show them the "naughty" pictures inside. They'll twist it and turn it to see, but all they do is blacken their eyes.
No. 216..... 25¢



ATOMIC SMOKE BOMB

Just light one and watch the column of thick, white smoke rise to the ceiling, mushrooming into a dense cloud, just like an A Bomb.
No. 971..... 20¢

SNOW STORM TABLETS

Just place one of these on the end of a burning cigarette, and watch the snow fly. It'll create a real indoor snow blizzard.
No. 045..... per pkg. 20¢



MINIATURE SECRET CAMERA

Precision camera so small, it fits in cigarette pack. Weighs 2 1/2 ounces and takes 10 pictures per roll. Precision ground lens and time expose shutter. Can be hidden anywhere. Complete with free roll of film.
No. 768..... 1.00



BUILD A BODY OF STEEL

Start Seeing Results in Just 30 Days. Pocket Gym will develop your chest, biceps, triceps, neck, shoulders, stomach and legs. In just 30 days, you'll begin to earn the respect of all your friends—the admiration of all the girls. You'll keep fit and fear no one.
001..... 1.00



HOT CANDY

Looks like regular candy, but it sure doesn't taste like it. Burns their mouth when they eat it.
Pkg. of 3
No. 022..... 12¢



BITTER CIGARETTE

Dip the ends of a cigarette into this tobacco-colored powder, and watch the fun—it is bitter!
No. 026..... 20¢



SHRUNKEN HEADS

FANTASTIC! Looks exactly like what jungle head hunters prepare. Something new and startling to hang in your car, or in your room. A horrible and unusual gift in a box.
617..... 75¢



PRANKSTER EXHAUST WHISTLE

Greatest gag in years! Place this gadget inside any tail pipe and watch the fun. Sounds like the transmission, fuel pump, and whole rear end caved in. Harmless, but a panic.
No. 087..... 75¢



BLACKTINT CHewing GUM

Sucker starts chewing this ordinary-looking gum and his mouth and teeth turn black. It's awful but harmless.
No. 570..... 25¢

Sorry, but we cannot ship orders totalling less than \$1.00. Kindly add 15¢ for postage and handling to all orders.

MONEY BACK GUARANTEE

HONOR HOUSE PRODUCTS CORP., Lynbrook, N.Y. Dept. KG-73

Rush me the items listed below. If I am not satisfied I may return any part of my purchase after 10 days free trial for full refund of the purchase price.

ITEM	NAME OF ITEM	HOW MANY	TOTAL PRICE

☐ I enclose _____ in full payment. The Honor House Products Corp. will pay postage.
☐ Send C.O.D. I will pay postman on delivery plus a few cents postage.

NAME _____
ADDRESS _____

Archie's Girls
Betty and Veronica

"SOMETHING BORROWED, SOMETHING BLUE"

RONNIE,
YOU'RE LOOKING
AT A FRIEND
IN NEED!

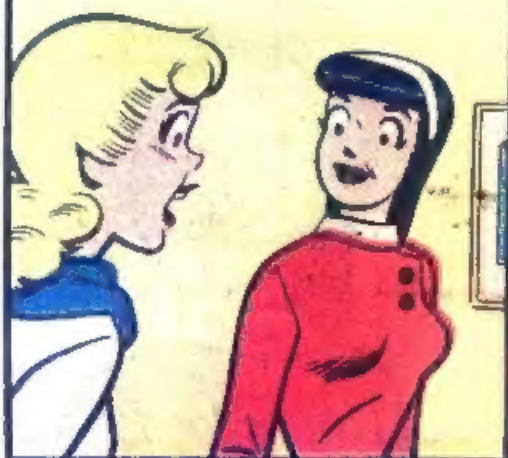
UNLOAD YOUR
SORROWS, BETTY!
I'VE GOT BROAD
SHOULDERS!

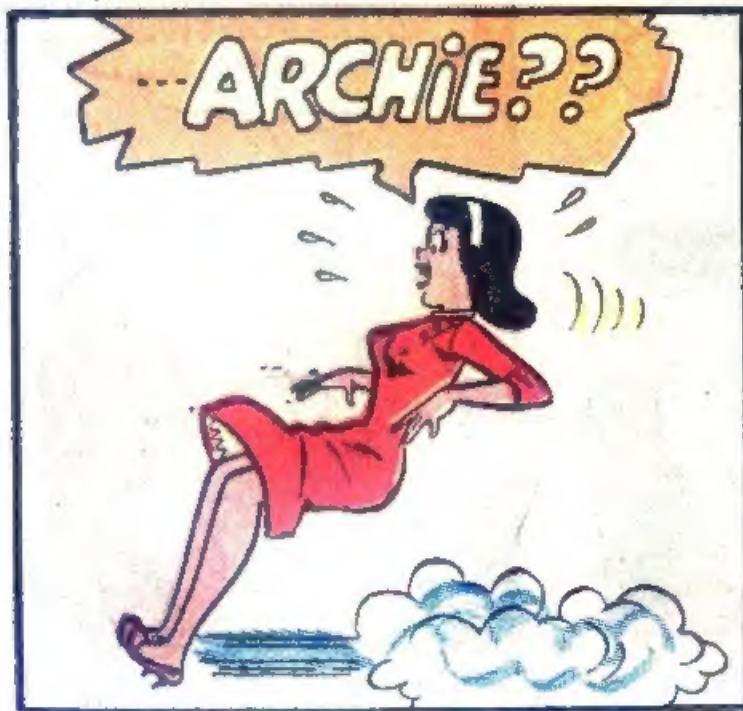


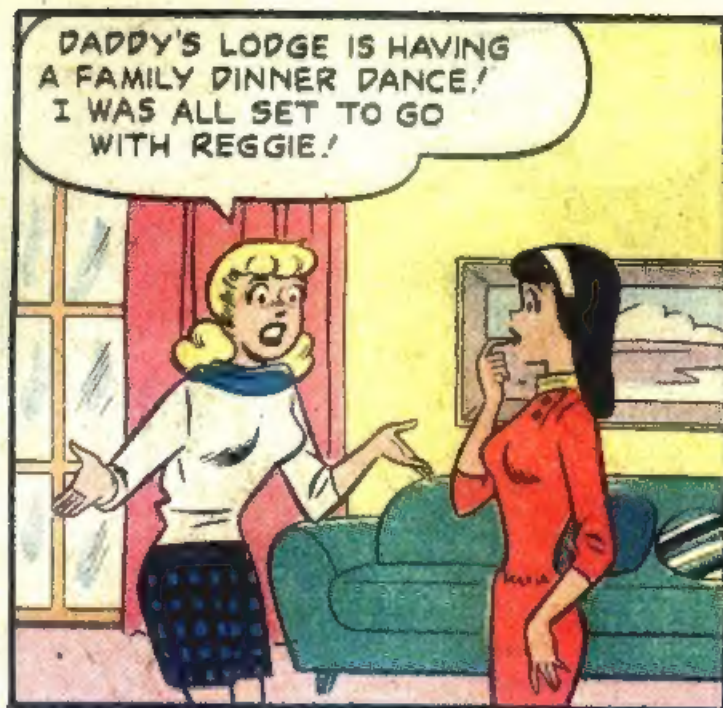
IT'S ABOUT THIS
DATE I HAVE
TONIGHT!

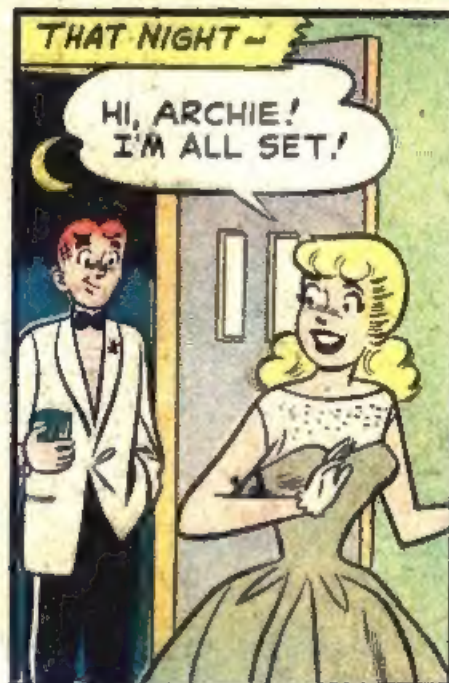
YOU WANT TO
BORROW
SOMETHING!

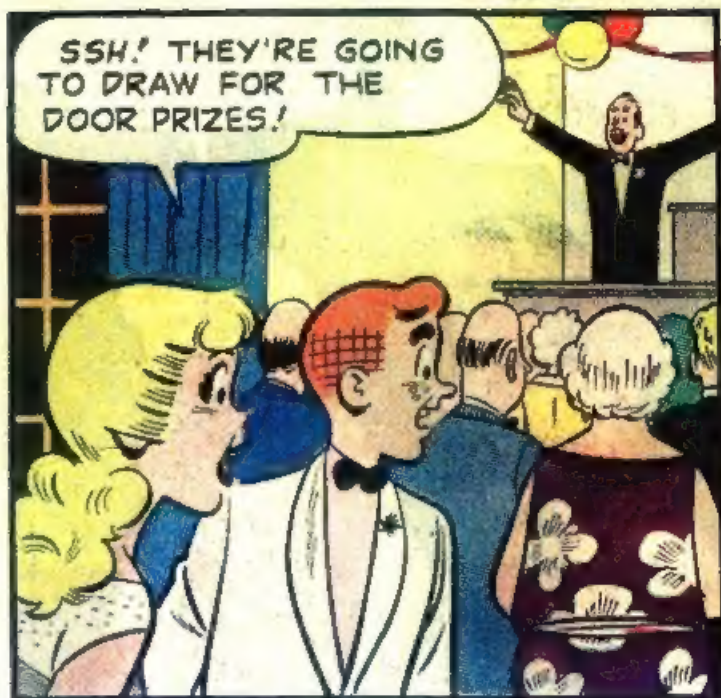
RONNIE, ANGEL!
YOU'RE POSITIVELY
PSYCHIC!

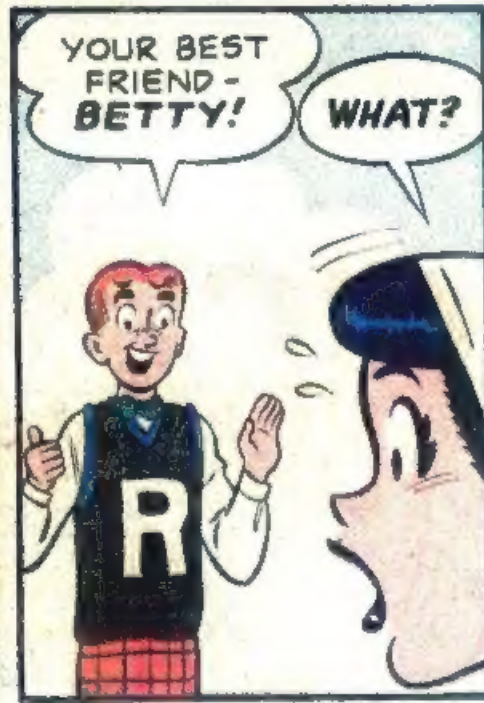












NEW FIRE-ARROW 

Columbia Sportiest! Speediest! Shiniest!

You're missing half the fun if you don't ride
a Fire-Arrow. With its dash and dazzle, it makes you
a leader in your neighborhood!



AMERICA'S FIRST
SINCE 1877

CHECK THESE FIRE-ARROW FEATURES:
NEW Cantilever Frame.
NEW Columbia Aero-Tank with
Twin Headlights and Horn (Ber-
muda Bell on Girls' Models).
NEW Columbia front and rear
Spring Top Carriers in chrome
with truss-rod-bumper effect.
Front carrier attached to fork.
NEW Columbia-Name plastic
Grips with flattened top.

SPORTS BIKE
OF AMERICA

NEW Gold Mylar Trim on top
tube and chain guard.
NEW Two-Tone Saddle with
Crash Rail and chrome hard-
ware.

NEW Twin Headlight on Girls
Models.
NEW Bow Pedals with reflector
jewels.

FREE
color Catalog

The Westfield Manufacturing Company, Westfield, Mass. DEPT. CS-50

Name

Address

City State Age

THE WESTFIELD MANUFACTURING COMPANY, Westfield, Massachusetts



PICKETT'S CHARGE

George Edward Pickett was a Confederate General during the Civil War. His famous charge at the Battle of Gettysburg was one of the most heroic acts in history. It was called, "The high-water mark of the Confederacy" in the War between the States.

At Gettysburg Cemetery Ridge was the key to the Union Army's positions. Confederate artillery, riflemen and cavalry couldn't dislodge the Union fighting men from the Ridge. Pickett's division had been held in reserve and was fresh. Finally General Robert E. Lee sent word to Pickett to take the Ridge . . . and Pickett almost did.

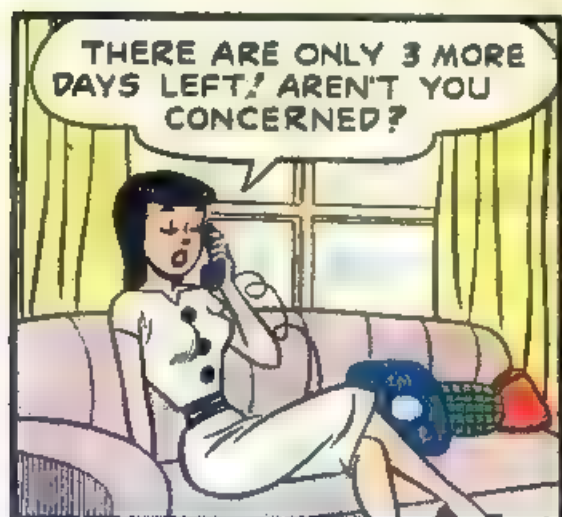
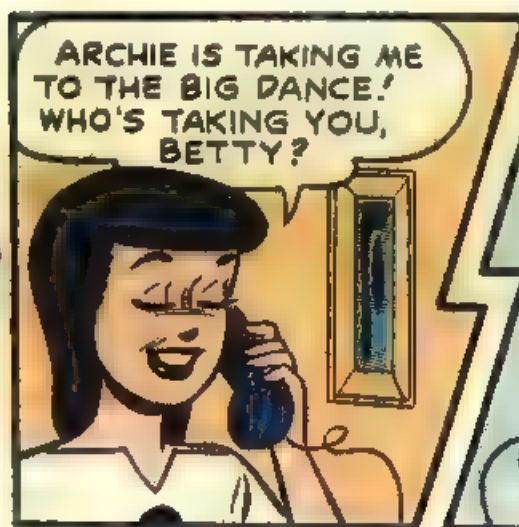
Pickett and his men charged up the hill in the face of heavy fire and succeeded in breaking through the Union lines. Officers and men struggled hand to hand in a great fighting mass, each man fighting as an individual. At last Pickett's men were almost wiped out and were forced to fall back.

The failure of Pickett's charge, a last-ditch attempt to win the Battle of Gettysburg, made Confederate defeat certain. The next day, General Lee led his army in retreat. The tide of the war changed with that battle, and the Confederate Army never again reflected the power and fighting ability it had shown before Pickett's charge.

Pickett was born in Richmond, Virginia and attended West Point. He served in the Mexican War and later fought Indians on the western frontier. He survived the terrible ordeal of his famous charge and, after the war, went into business in the South. His name and the names of the men in his division will always be associated with courage and fighting hearts.

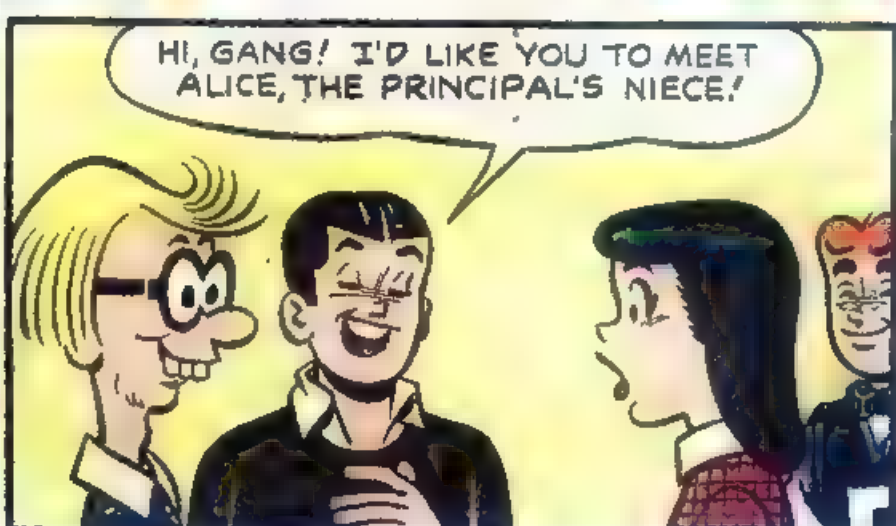
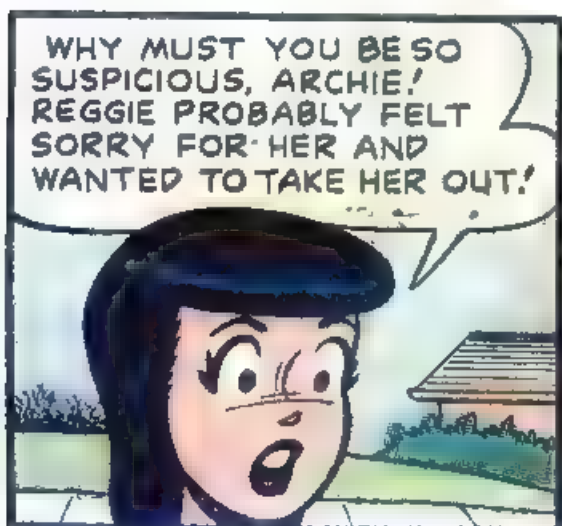
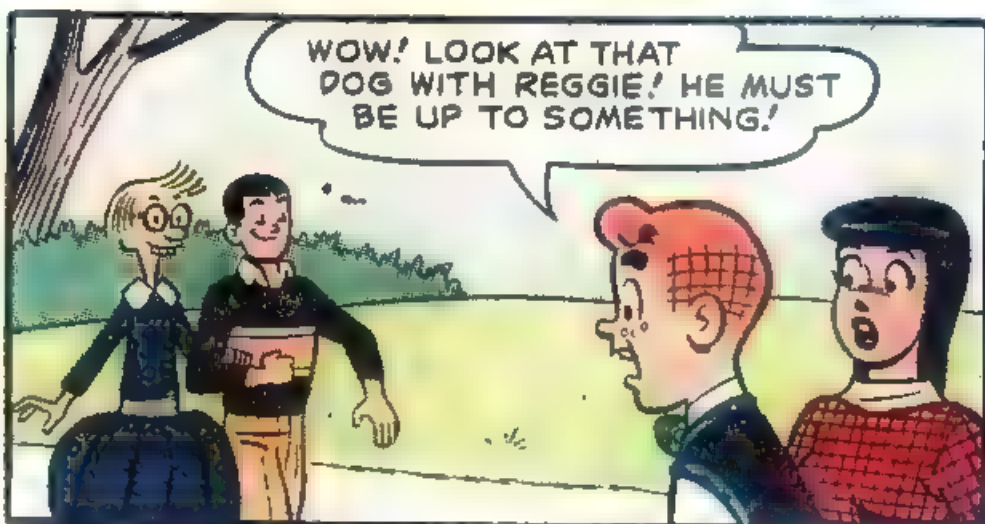
Betty and Veronica

"SOS"



REGGIE

in
"WHAT'S MY ANGLE?"



TV Booster Makes All TV Sets Work Better



Improve TV reception! Our wonderful new device can improve reception from any TV antenna now available to consumers anywhere. For the first time you can enjoy really high class viewing at really low cost. This wonderful new device called TV BOOSTER will cost you nothing to run. No operating expenses whatever. Uses no electricity. Completely safe and it never wears out. Once applied you never have to see or touch it again. For the best reception you've ever seen at next to no cost, we guarantee greatly improved results. All stations in your viewing area can be better seen and you'll get the clearest pictures you have ever dreamed possible. And money back guarantee!

Give Your TV Set A Boost

You spent a fortune on your set and are spending even more repairing it. Every single year your TV repair bill gets larger. Every single year your reception gets worse, and worse, and worse. Is this a vicious cycle? No! Too often it's the fault of your TV antenna! If you live indoors, you probably have a cheap three-foot long rabbit ears antenna. With the two three-foot long pieces of wiring sticking out unightly like a rabbit's ears. If you own your own home or live in an apartment you probably have a so-called large antenna on top of your roof, the cost to install it was probably about one third over and above the cost of your set or about \$1.00.00. And what happens? Along comes a storm, and down comes the poor antenna, after the storm you turn on your set and the whole mess with fuzzy pictures is back again maybe worse!

Now: New Living TV Viewing

There is something that will help. Think of it! For years you've had to see washed out busy pictures on your TV screen but now you can use an antenna that's not 30, but hundreds of feet long! Now don't get alarmed. Your antenna is already in your house. The wires in the walls will give your TV a boost you want and need so badly. All you need to put your house wiring to work for you is a little time, about two minutes. One magnificent simple device called TV BOOSTER can do this for you at an amazing low price of \$4.95. Use the wires in the walls of your home or apartment to boost your TV reception

Start Using Electronic Components That Put Pleasure Into TV Viewing!

The wiring in your home spreads out in every direction and can be put to work for you. These wires in your home pick up radio and TV signals from all directions in the same manner that radar picks up signals from thousands of miles away. It makes a wonderful TV booster.

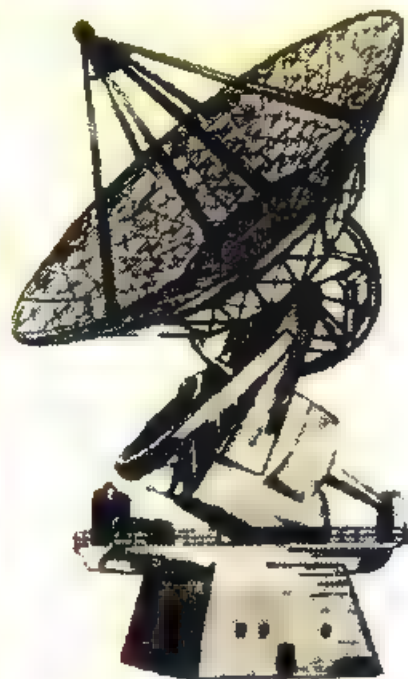
Start Getting Maximum Pulling Power From Your Housewiring with TV Booster! Or Your Money Back

It works on any year make or model TV set ever made. We guarantee you must be 100% satisfied or you get every cent back! It must boost your TV reception or your money back.

Amaze Your Family With Super TV Reception

To connect the TV BOOSTER to your set takes only about 2 minutes and a screwdriver. You don't even get your hands dirty. You simply plug it into the nearest electric socket and connect its wires to your set and it's connected forever—anyone can do it. Just unscrew your present antenna wires. Slip on the wires of TV BOOSTER and plug in its cord. Use your TV antenna and your TV BOOSTER. Now turn on the weakest channel, try reversing the plug and leave it in the socket in the way you get the clearest, brightest picture. That's all there is to it! Every other channel will show you an amazing difference from pictures you have seen before—you will enjoy better sound and more living pictures than you have ever seen before. You'll begin to enjoy living TV better than you've ever dreamed possible or you get every cent

back. Try it—you are the sole judge. Your money back if not thrilled with results.



From The Latest Advancement In Radar Electronic Research To You, The Tops In TV Boosters!

Now with the latest developments of Electronic Radar Research comes breath-taking TV reception — Living so wonderful you'll say you can't believe your eyes. Send today for the miracle TV BOOSTER that will improve all television sets and turn them into Living TV. TV BOOSTER is sold only by mail and is not sold in stores. Don't delay — try it on our money back guarantee — send for it Today. Mail Coupon Now

TV BOOSTER CO.
403 Market St., Newark, New Jersey

Dept. 137

Rush my TV BOOSTER to try at your risk. I must be 100% satisfied or I can return it after a full week's trial and get my money back—I am to be the sole judge. I enclose \$4.95 cash, check or M.O., send postage prepaid. It saves up to 75c postage by sending full payment with my order. I will also receive a written and dated guarantee with my order and I must be delighted with the reception of every single channel in my area or I get my money back. ☐ I ENCLOSE \$5.95 SEND DELUXE MODEL

NAME

ADDRESS

CITY STATE

Archie "ROCK A BYE"

LET IT RING, ARCH! IF WE'RE GOING TO ADD TO OUR ROCK COLLECTION, WE'VE GOT TO GET OUT TO THE CANYON!

IT MIGHT BE IMPORTANT, JUG!

BR-RING

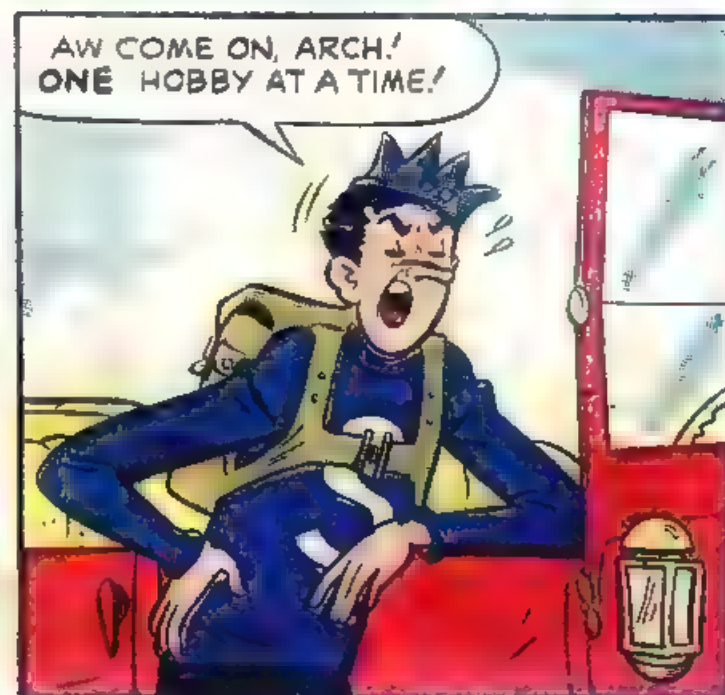
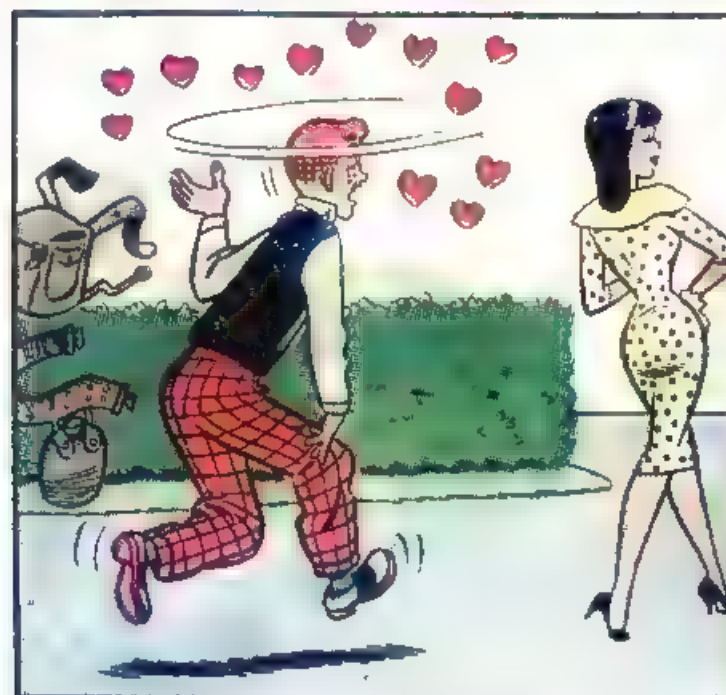
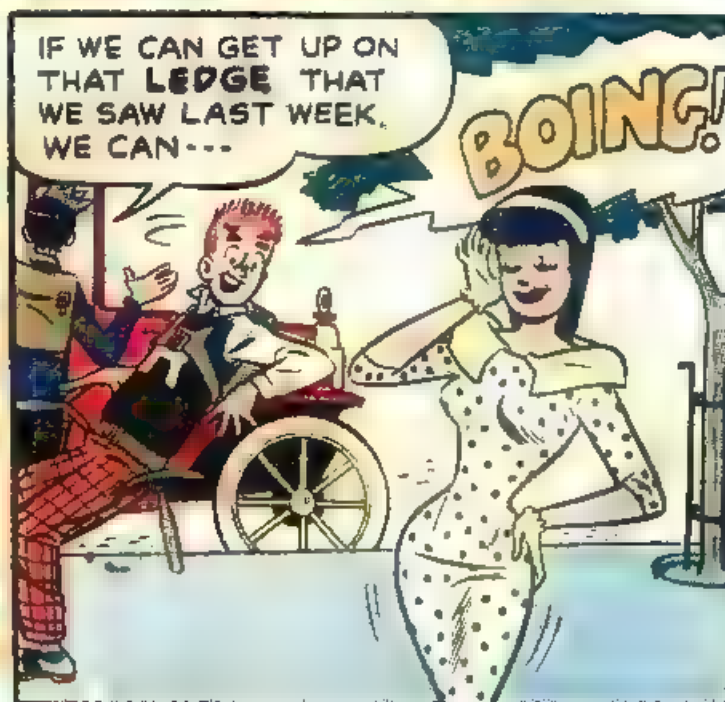
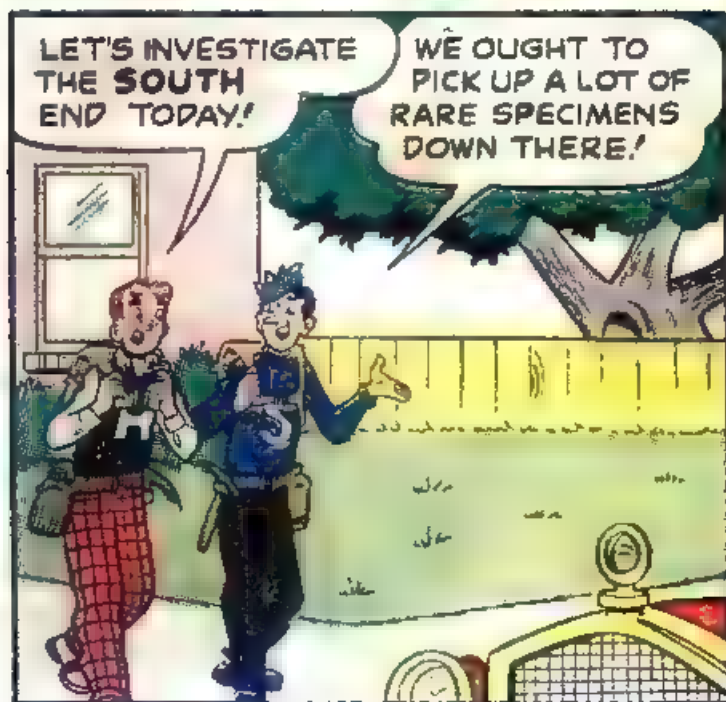
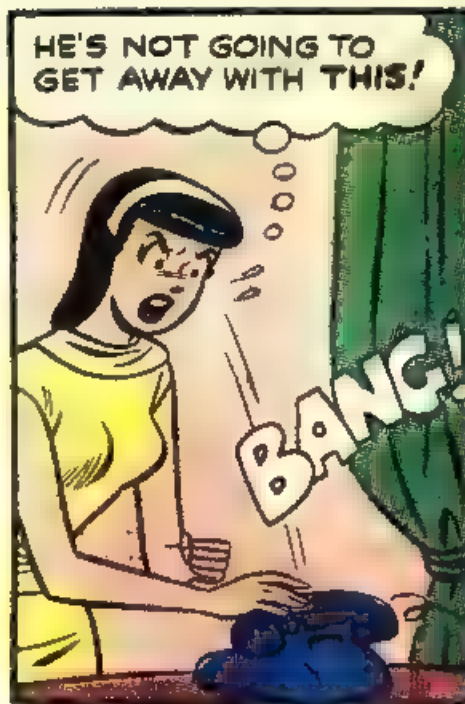
IT'S VERONICA!

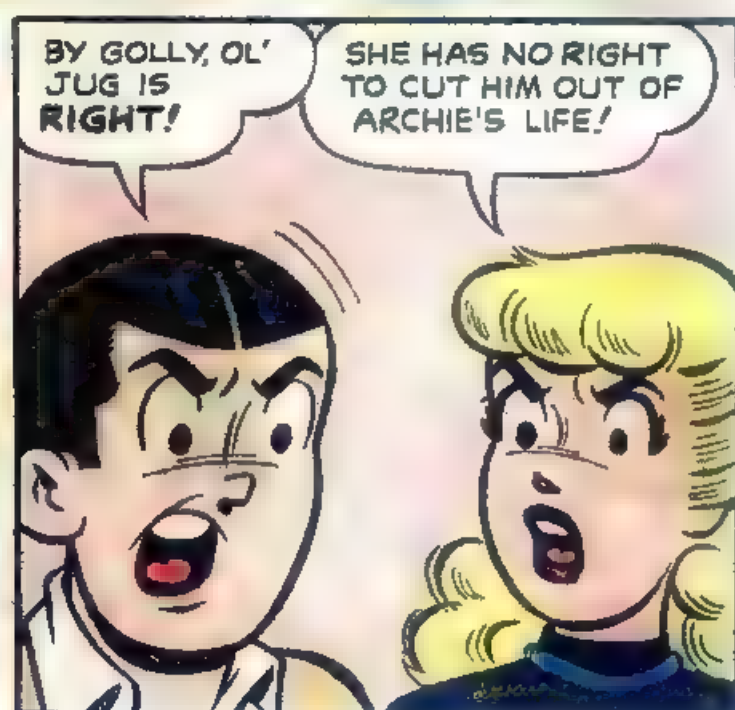
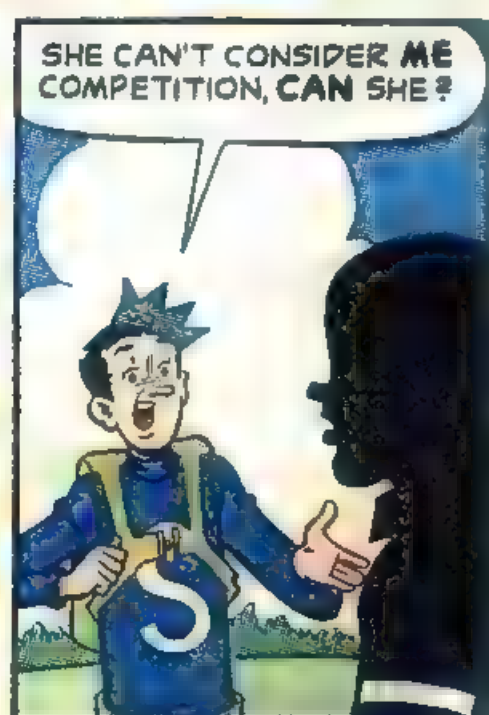
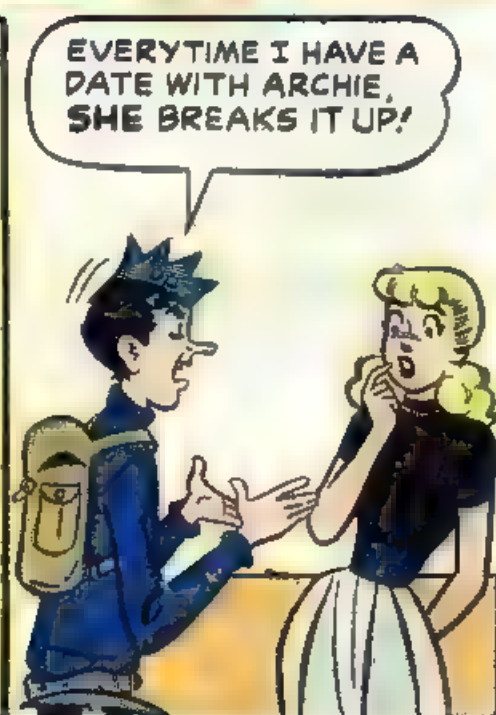
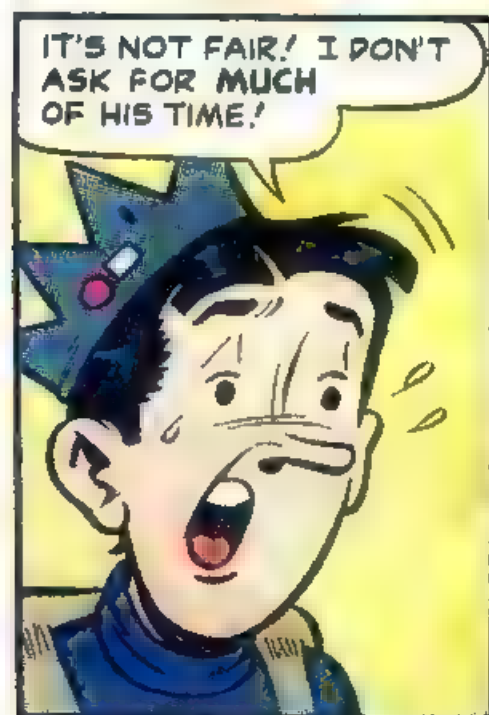
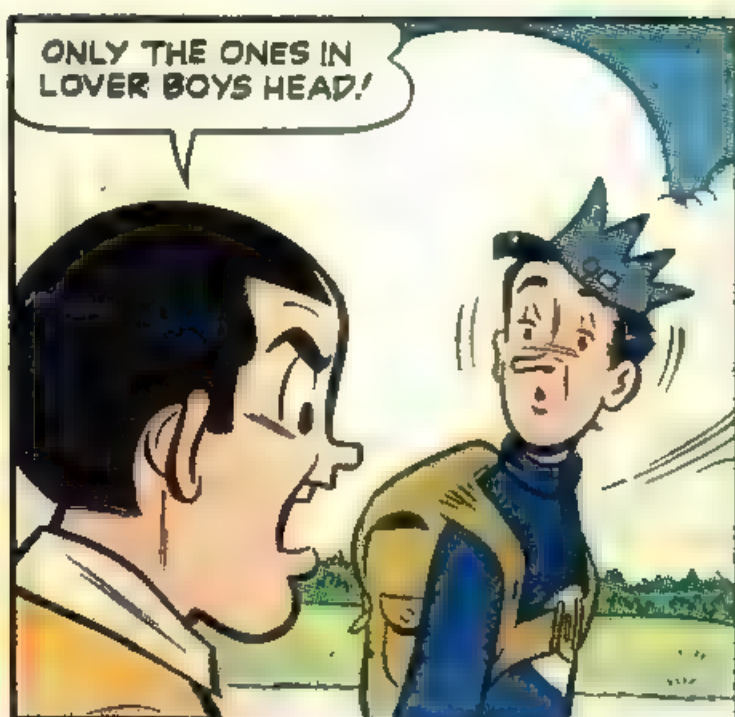
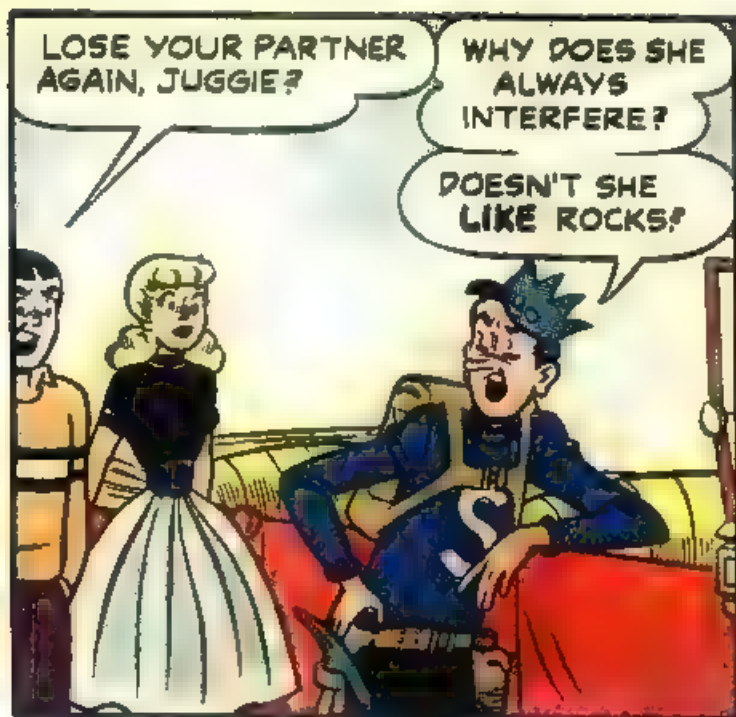
TELL HER WE'RE ON A ROCK HUNT!

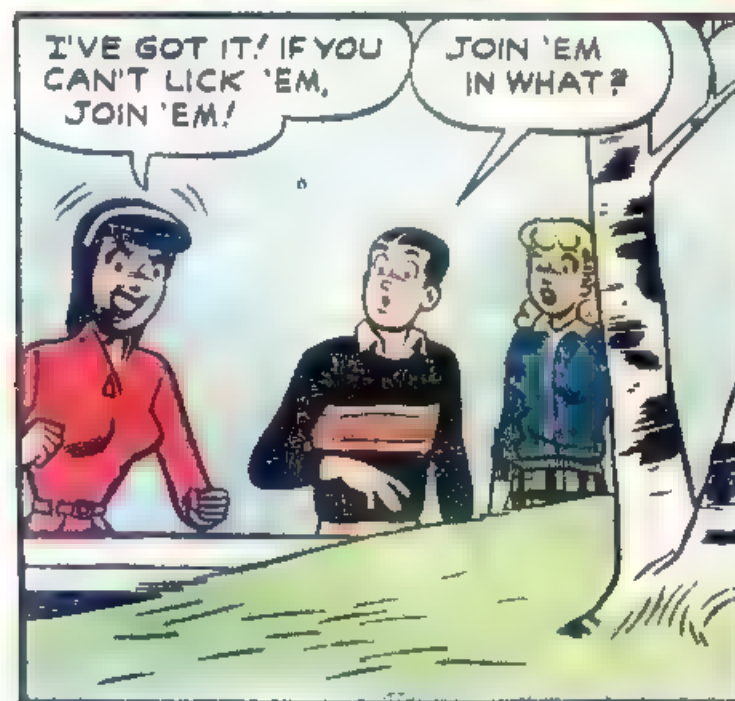
SORRY, HONEY! JUG AND I ARE COLLECTING ROCKS!

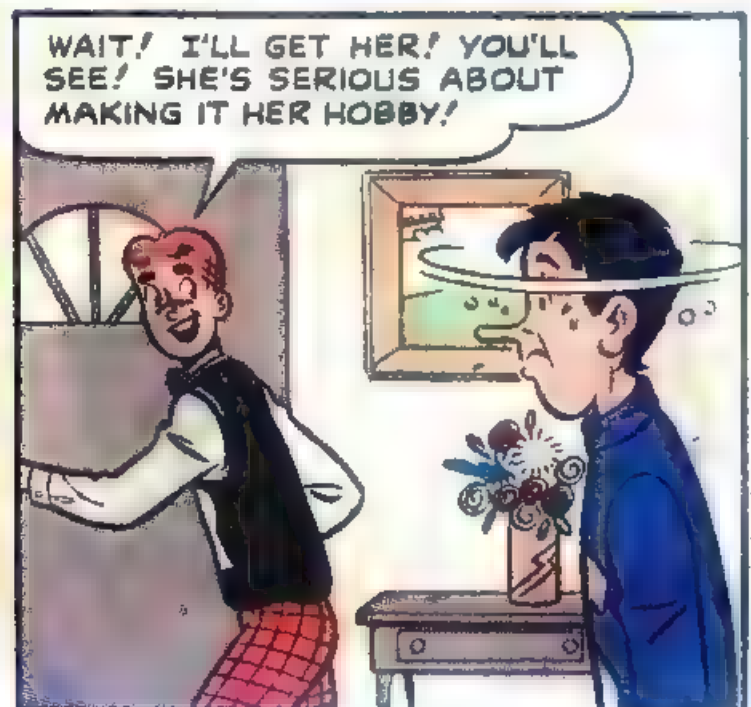
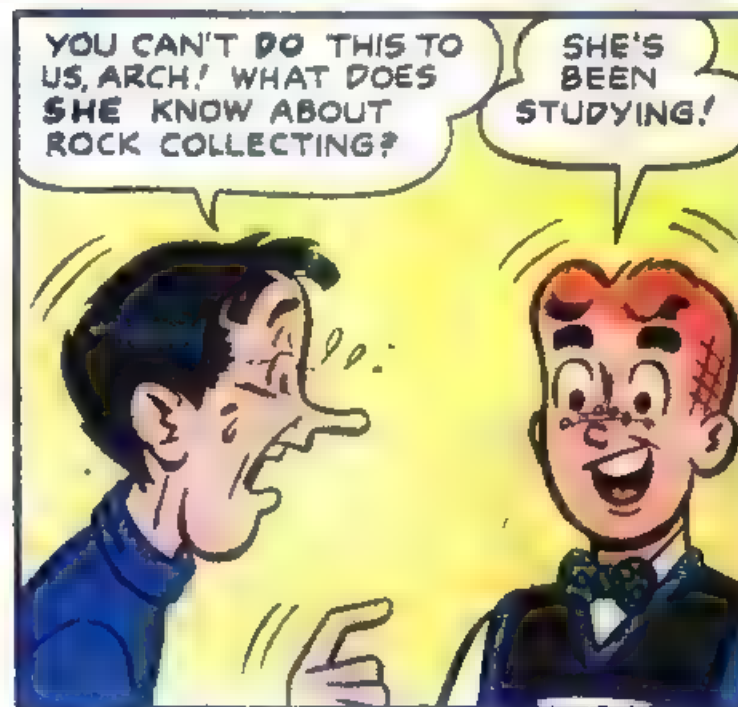
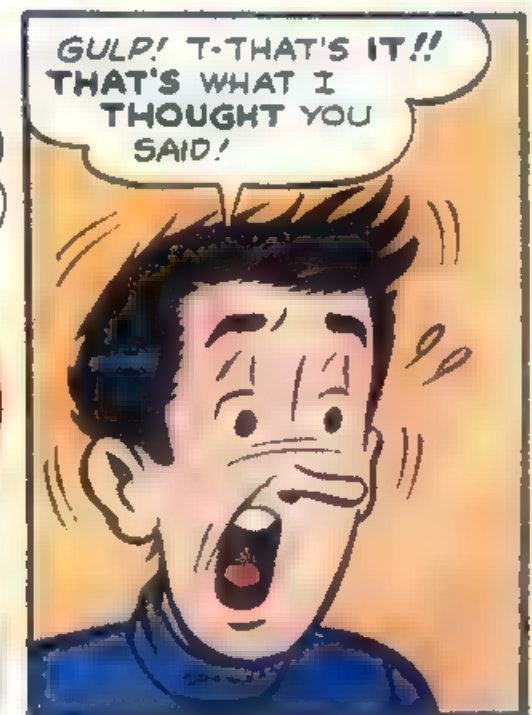
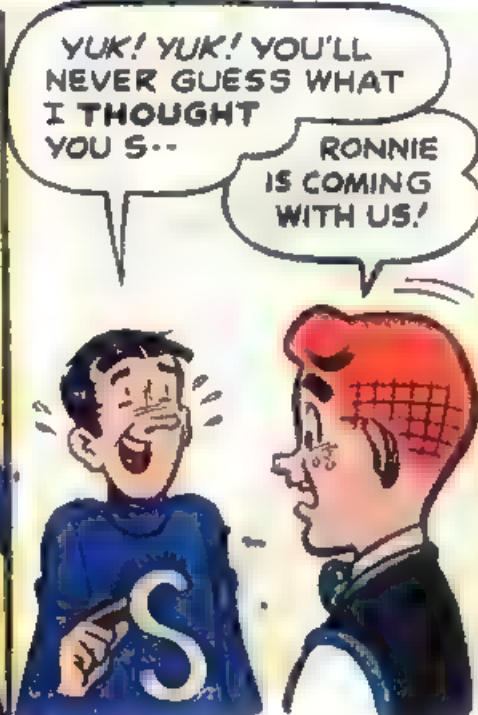
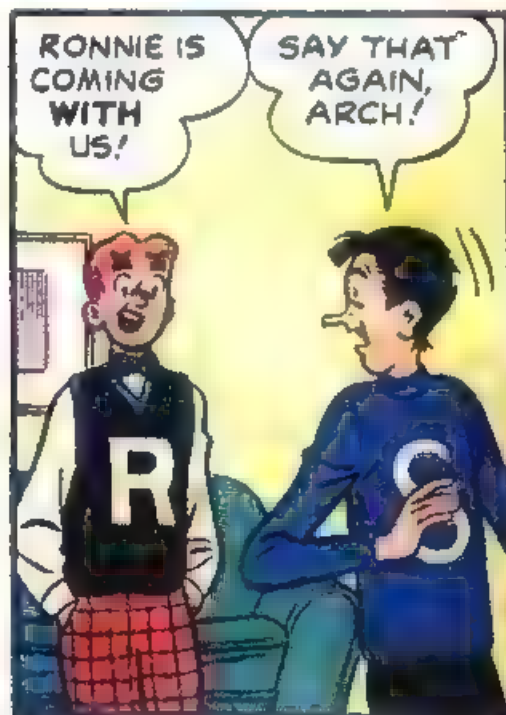
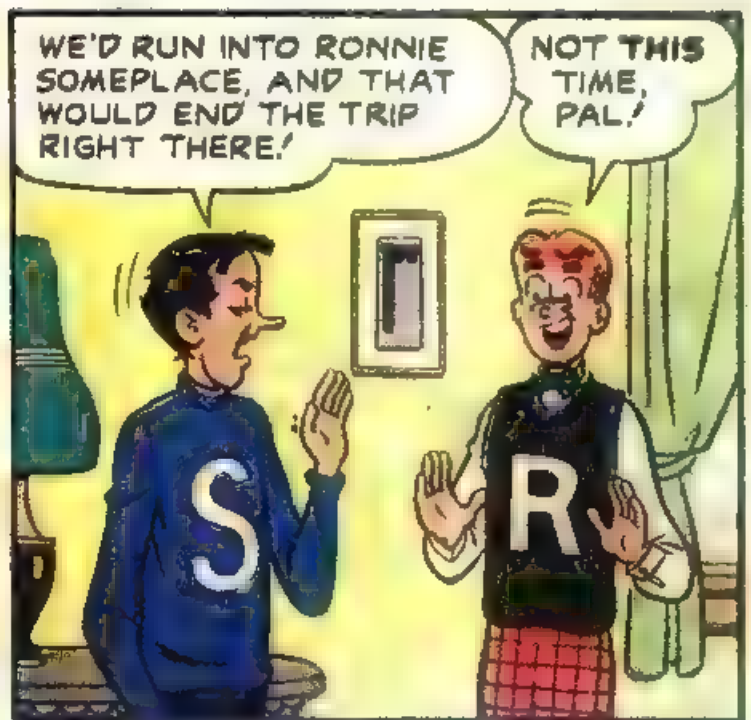
ROCKS?

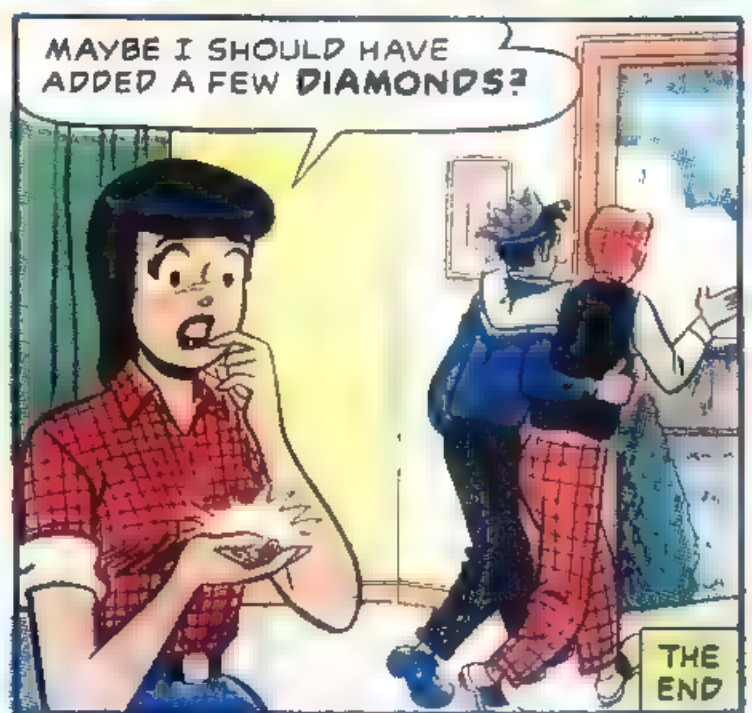
YOU MEAN I'M PLAYING SECOND FIDDLE TO A PACK OF PEBBLES?











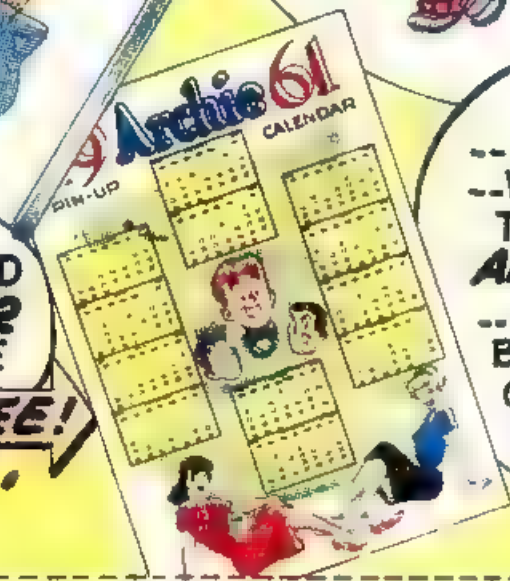
**THEY SAID
IT COULDN'T
BE DONE!**

THEY SAID YOU
COULDN'T MAKE AN
ARCHIE ANNUAL
THAT WOULD DELIVER
MORE LAUGHS THAN
EVER BEFORE!

BUT WE *DID*
IT, EH, ARCH?



DON'T DELAY!...MAIL
THE COUPON AND WE'LL SEND
ARCHIE ANNUAL #12
AS SOON AS IT IS OFF THE
PRESS...*PLUS* YOUR **FREE!**
1961 PIN-UP
CALENDAR!



THAT'S RIGHT!
--LOUDER LAUGHS
--WITH MORE GAGS
THAN ANY OTHER
ARCHIE ANNUAL!
--AND YOU GET THIS
BEAUTIFUL PIN-UP
CALENDAR **FREE**
IF YOU ORDER
NOW!



MAIL TO: **ARCHIE ANNUAL #12** **8**
R.M. 603, 241 CHURCH ST.
NEW YORK 13, N.Y.

ENCLOSED PLEASE FIND 25¢ IN COIN (35¢ IN
CANADA) FOR WHICH YOU WILL SEND ME THE
GIANT-SIZED ARCHIE ANNUAL #12 AS
SOON AS IT IS OFF THE PRESS PLUS THE PIN-
UP CALENDAR AS A **FREE BONUS!**

NAME _____ AGE _____
(PLEASE PRINT)

ADDRESS _____

CITY _____ STATE _____



Betty and Veronica

"THE RIVALS"

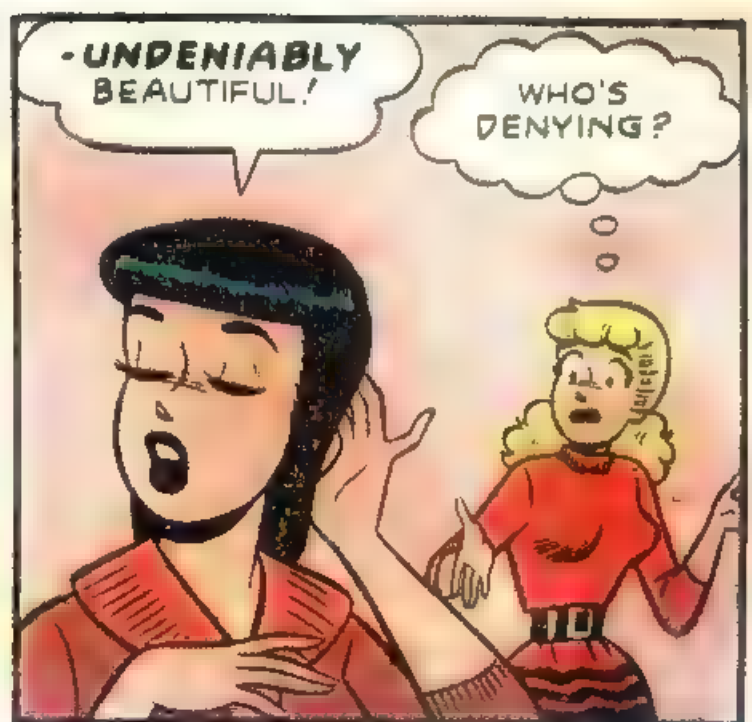
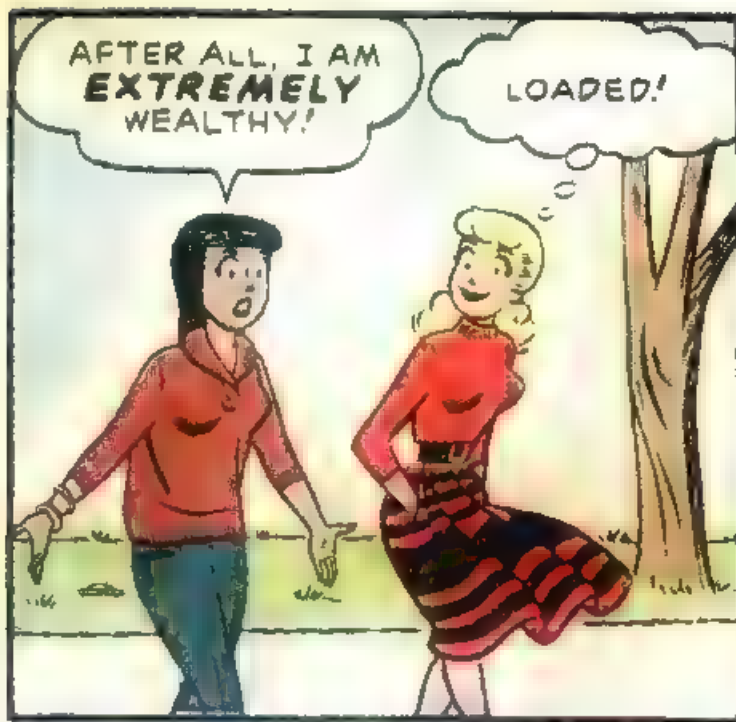
WHAT'S WRONG WITH ME, ANYWAY?

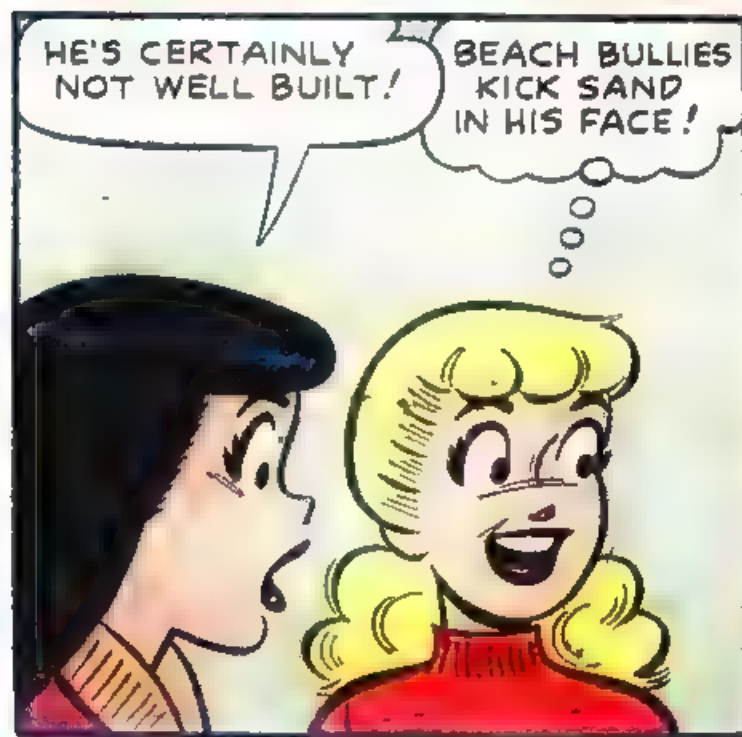
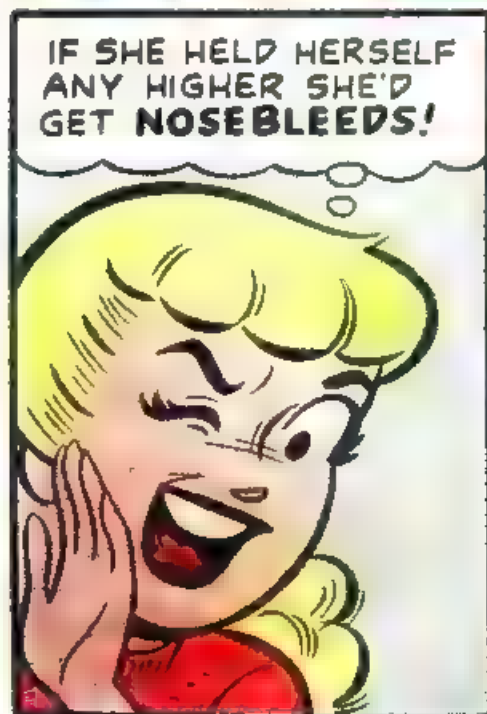
WHAT'S **WRONG** WITH YOU, VERONICA? (GIGGLE!)

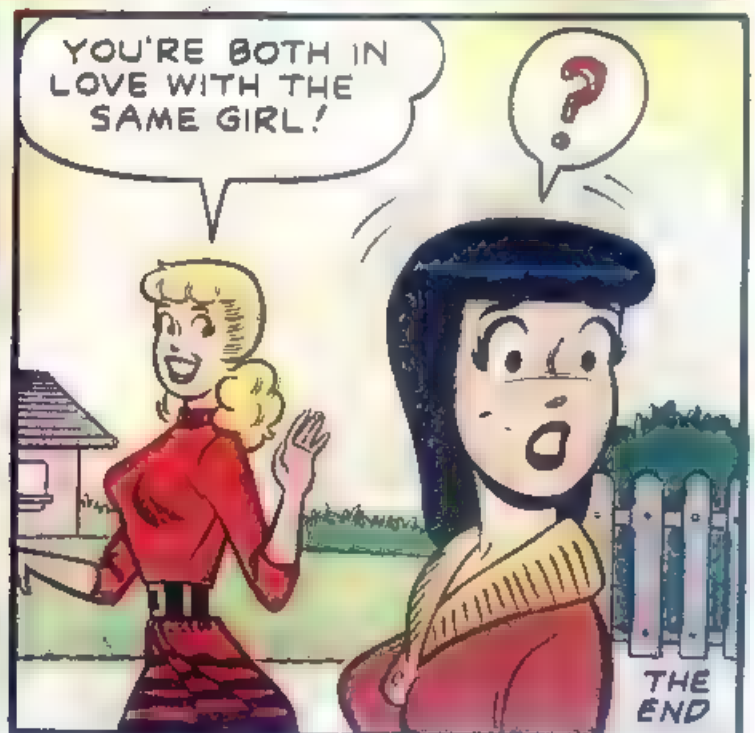
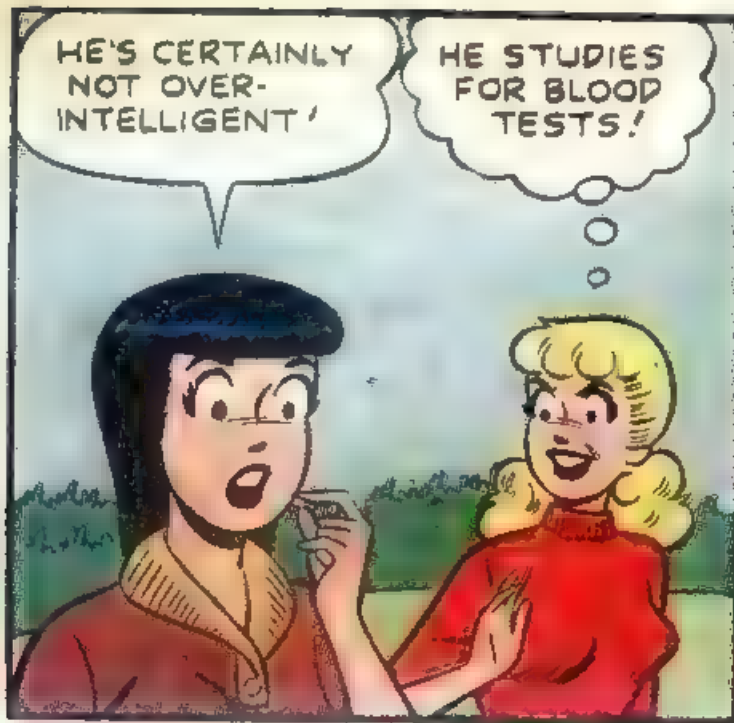
I DON'T BLAME YOU FOR TAKING IT LIGHTLY!

GIGGLE!
GIGGLE!

IT MUST BE HARD FOR YOU TO BELIEVE THAT I AM IMPERFECT!



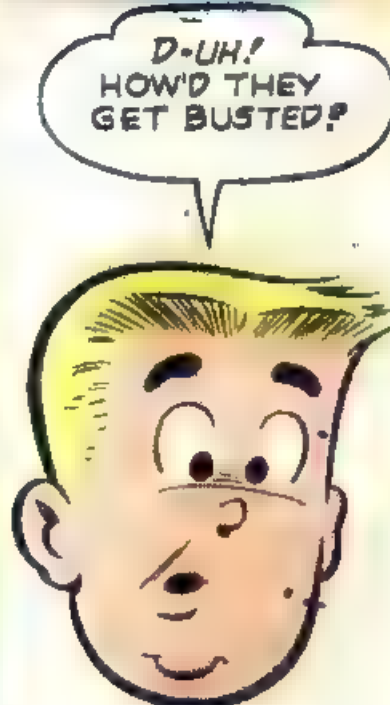
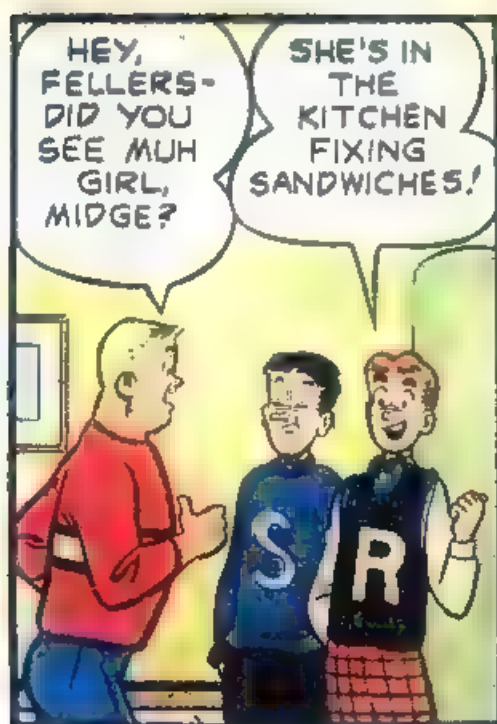
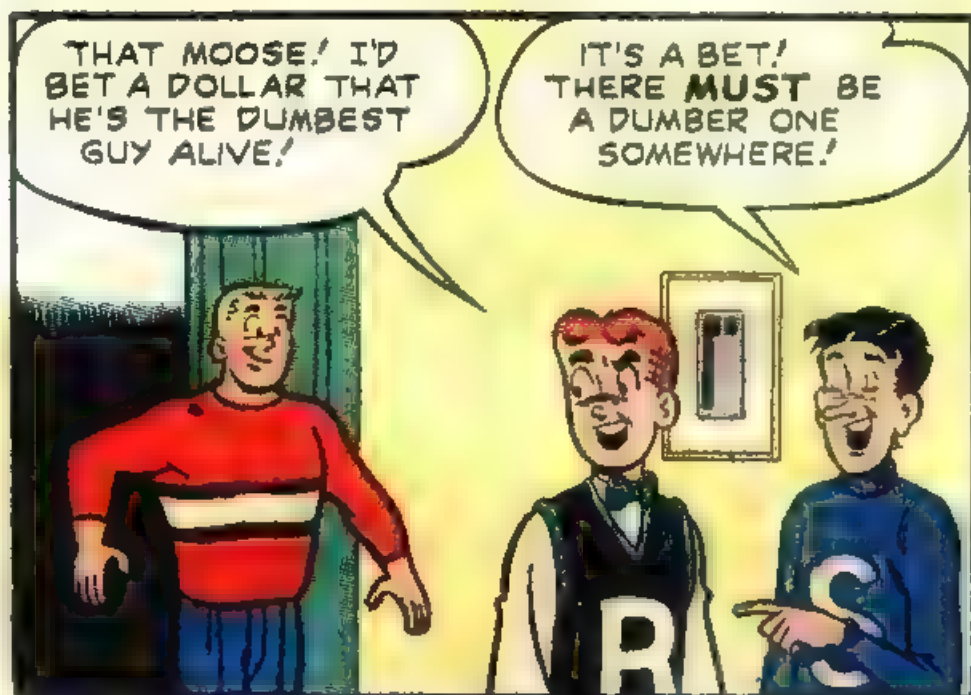




MOOSE

in

"DUMB CHUM!"



U.S. ROYAL

America's Fastest Selling Bicycle Tire...



United States Rubber

CYCLE TIRE DEPARTMENT
349 East Georgia Street
Indianapolis 6, Indiana

8 LATEST RECORD HITS \$1.00



HERE ARE THE TITLES—SET No. 9

Village of St. Bernadette	Running Bear
One Minute More	You Got What It Takes
What About Us	Among My Souvenirs
First Name Initial	The Big Hurt

In Your Choice of 45 RPM or 78 RPM

IN STORES 8 RECORD HITS 89¢ EACH
COSTS \$7.12
OUR PRICE AT \$1.00 plus 10¢ postage
\$1.10

HERE ARE THE TITLES—SET No. 8

Unforgettable	Heartaches By
Be My Guest	The Number
I've Been	It's Time To Cry
Around	Revellie Rock
Denny Boy	Uh! Oh!

YOU SAVE \$6.02

REMBRANDT CO., Dept. 238 ☐ Send Set No. 8
403 Market St., Newark, N. J. ☐ Send Set No. 9
☐ send 45 rpm ☐ send 78 rpm

Send the 8 RECORD HITS, I enclose \$1.00 plus 10¢ postage and handling. My money will be refunded if not satisfied. ☐ I enclose \$2.20. Send both sets

NAME

ADDRESS

CITY STATE

MONEY BACK GUARANTEE. They must be the nation's top 8 hits. I must be 100% satisfied, or I may return them for my full \$1.00 refund.


NOW YOU GET THE NATION'S TOP 8 RECORD HITS for only \$1.00 plus 10¢ postage. We do it by a revolutionary new process that puts 4 songs on each side of a record. So you get the HITS you want instead of an unwanted song or an unknown song on the back of a record.

"THIS MIGHT BE YOUR LIFE"

READ **LIFE** WITH **Archie**

ON SALE ON OR ABOUT MAY 15, 1960

COMICS



There's a famous U.S. Royal for your bike...

lightweight middleweight balloon

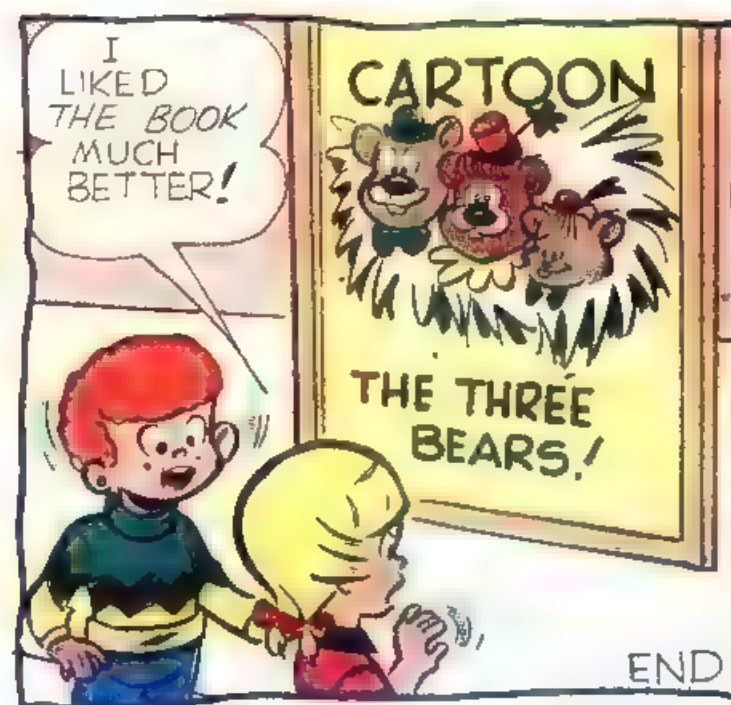
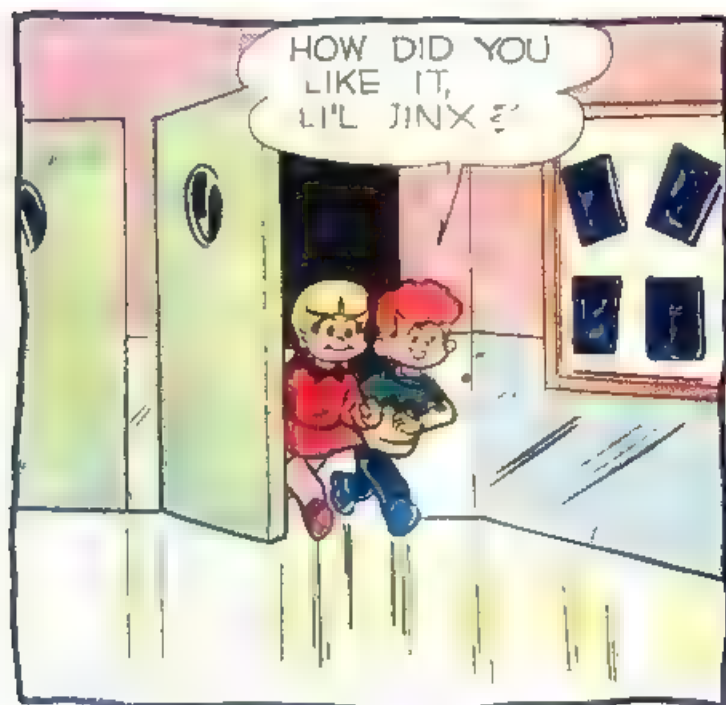
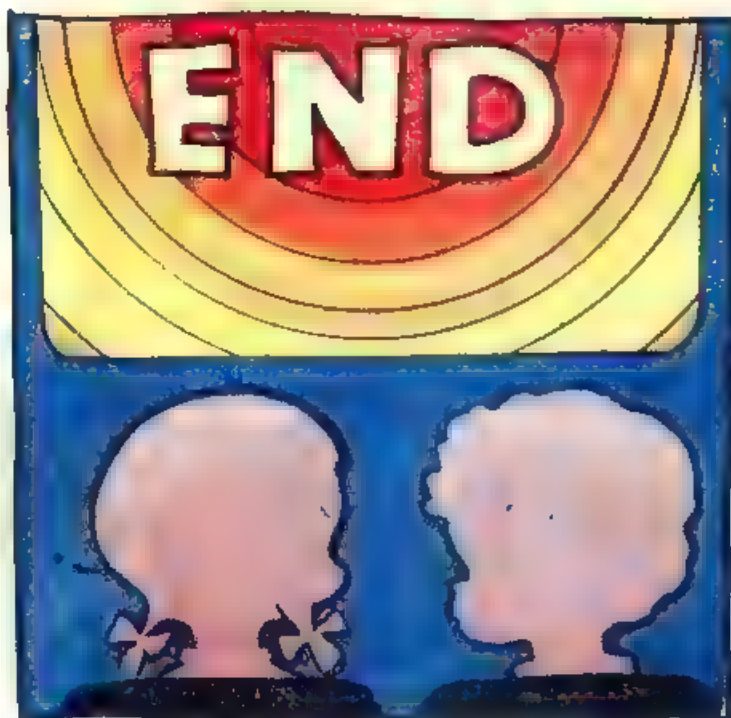
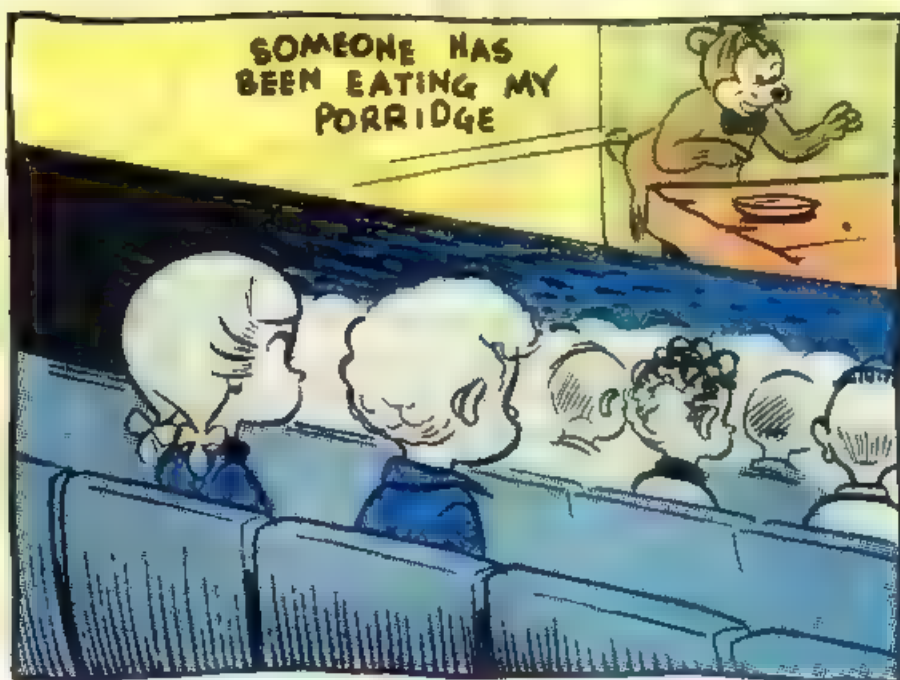
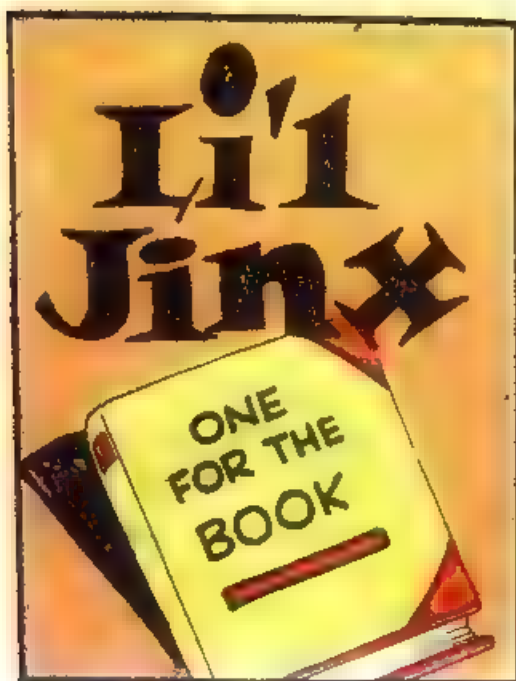
Bike Tires

For the newest in bicycle tires—look to U.S. Royals...

NEW tread designs for better road control—

NEW rubber compounds for extra wear, longer life.





Betty

IN

"OPERATION FEAST"

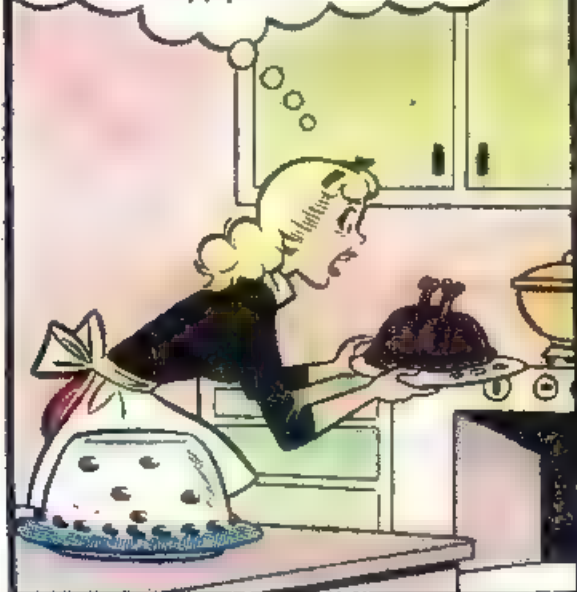
BETTY, YOU'VE GOT TO CHANGE YOUR TACTICS! WHY NOT INVITE ARCHIE OVER FOR A MEAL?



WHEN HE EATS THIS MEAL HE'LL BE HOOKED! AFTER ALL, THE WAY TO A MAN'S HEART IS THROUGH HIS STOMACH!



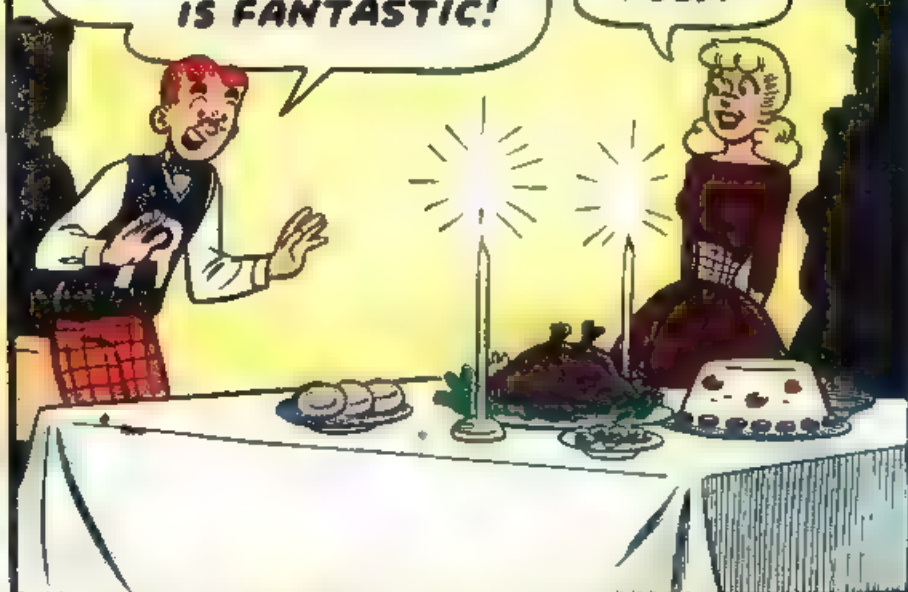
GOSH THIS IS WORK! BUT IT'LL BE WORTH IT!



THAT EVENING---

WOW! BETTY THIS IS FANTASTIC!

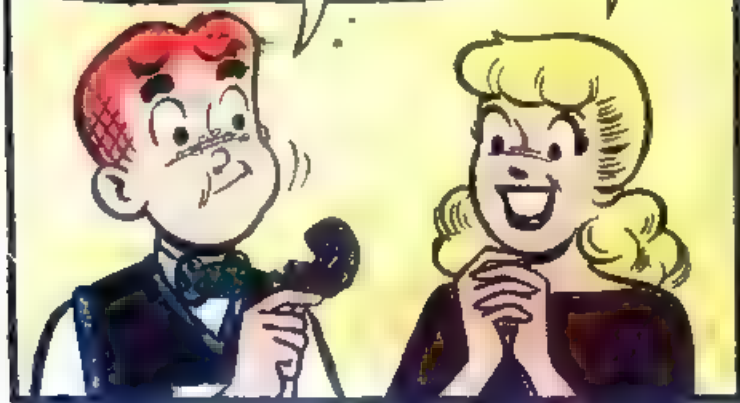
I KNOW YOU LIKE HOME-COOKED FOOD!



3 HOURS LATER---

ALL THIS WONDERFUL FOOD HAS GOT ME THINKING ABOUT THE PERFECT LIFE-- WOULDN'T IT BE SWELL IF I COULD MARRY---

YES, ARCHIE, GO ON!



---IF I COULD MARRY VERONICA, AND HAVE YOU AS A COOK!



Safety Deposit Bank Vault

GENUINE COMBINATION LOCK

- Saves Valuables
- Insures Privacy
- Only You Know The Combination
- All Metal Construction

Only \$1⁰⁰

Now for the first time, you can own your own safety deposit bank vault just like in a real bank and, this one has your own initials. Yes, this sturdy all metal beauty has its own combination and, every combination is different, with a special one that only you know. A flip of the dial locks the safe and then your own combination opens it. Keep your money, secret possessions, valuables, etc., all inside where nobody but you can get them. There's no key to lose, because **ONLY YOU KNOW THE COMBINATION**. So don't delay. Order now, only \$1.00 plus 25¢ shipping charge.

MONEY BACK GUARANTEE

Honor House Products Corp. Dept. BC-1
Lyndbrook, New York

Rush my Personalized Safety Deposit Bank Vault with its own combination lock at once. If I am not 100% delighted, I may return for prompt refund of full purchase price.

- ☐ I enclose 1.00 plus 25¢ shipping charges. Same money back guarantee.
- ☐ Send C.O.D. I will pay postman on delivery plus C.O.D. and shipping.

NAME _____

ADDRESS _____

10 DAY FREE TRIAL

Order now. If you are not 100% delighted, then simply return for prompt refund of full purchase price. Only \$1.00 plus 25¢ shipping charges.

14 sure-fire PARTY TRICKS

A BIG LAUGH

Now for the first time ever, you can have a "bag of magic tricks" of your own. Be the life of the party—the center of attraction. Each trick a "wow" Simple for you to pull—but the sort of gag that surprises, fools and draws a big laugh every time.

Set consists of:

- | | |
|---------------------------------------|---------------------------------|
| 1. Snore Powder | 8. Trick Soap (hands get black) |
| 2. Nail thru Finger | 9. Imitation Lit Cigarette |
| 3. Floating Sugar (will not dissolve) | 10. Hot Pepper Chewing Gum |
| 4. Hindu Mystic Trick | 11. Lovers Fun Card Set |
| 5. Hot Seat Joke | 12. Stinks Stinkers |
| 6. Invisible Ink (writing fades away) | 13. Wonder Voice Thrower |
| 7. Snapping Chewing Gum | 14. Suckers Card Trick |

The Set
Complete
Only \$1⁰⁰

GRIFFIN PRODUCTS — Dept. 5-AC
Post Office Box 444, Great Neck, N. Y.

Please rush me Giant Set of 14 Sure-Fire Fun, Magic and Party Tricks. I am enclosing \$1.00 in full payment.

Name _____

Address _____

City & Zone _____

State _____

RUSH COUPON TODAY...
MONEY BACK GUARANTEE

Archie's
Girls

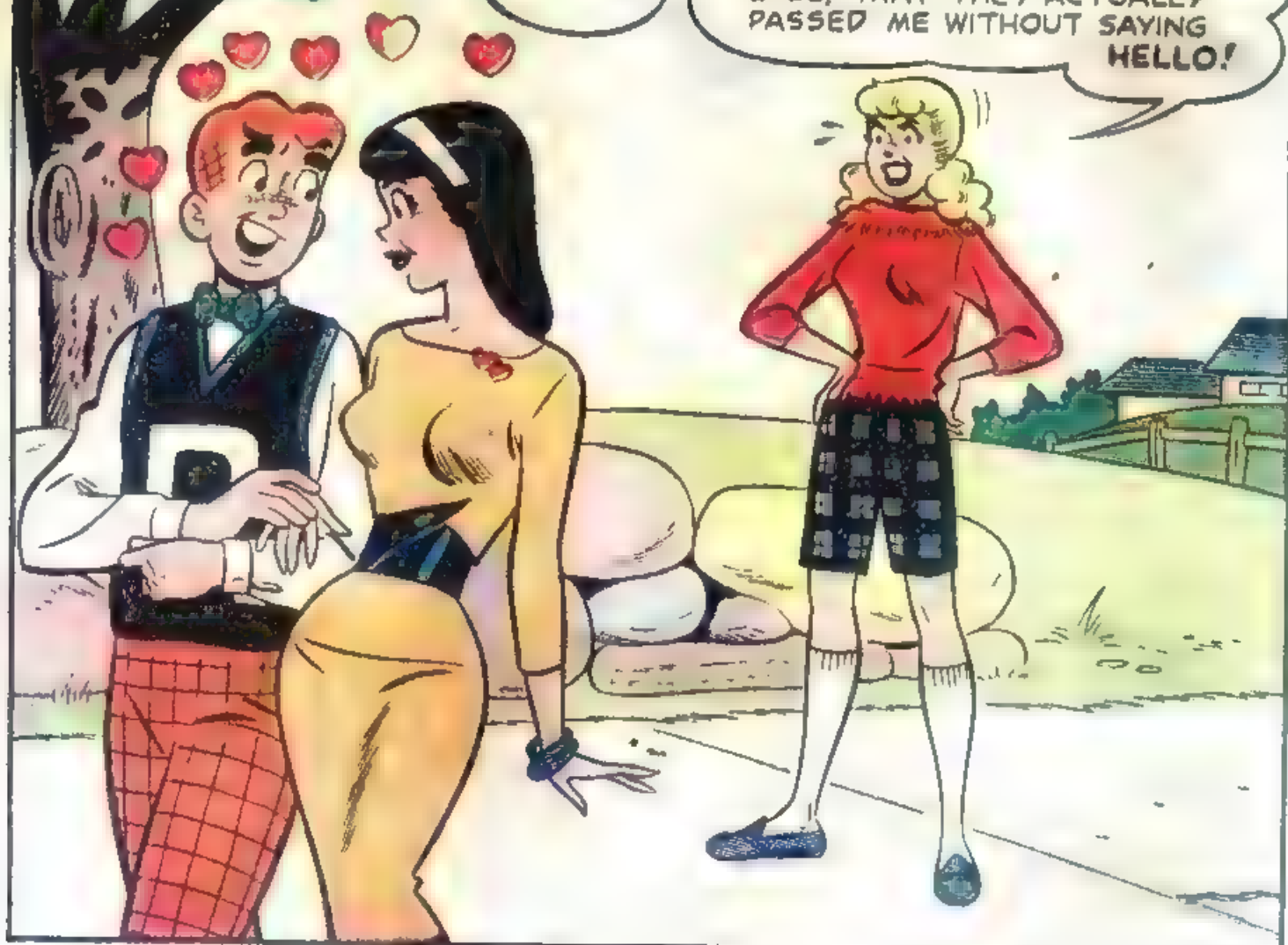
Betty and Veronica

"SWEET SOCK!"

WELL!!

HOW DO
YOU LIKE
THAT?

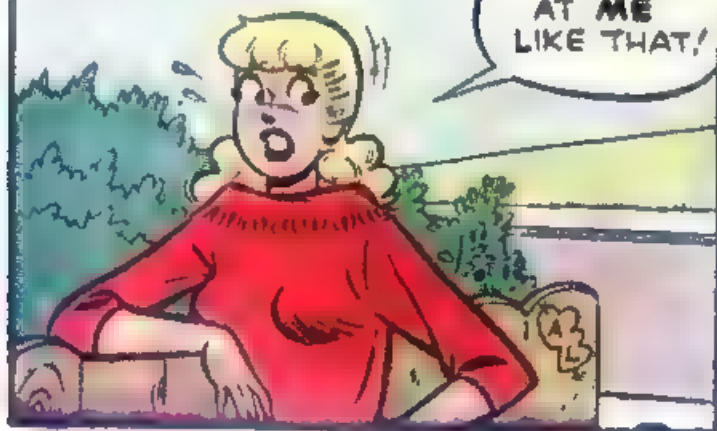
ARCHIE AND VERONICA ARE SO
BUSY LOOKING INTO EACH OTHER'S
EYES, THAT THEY ACTUALLY
PASSED ME WITHOUT SAYING
HELLO!



HMMP!
MAKING A
SPECTACLE
OF THEMSELVES
ON THE STREET!

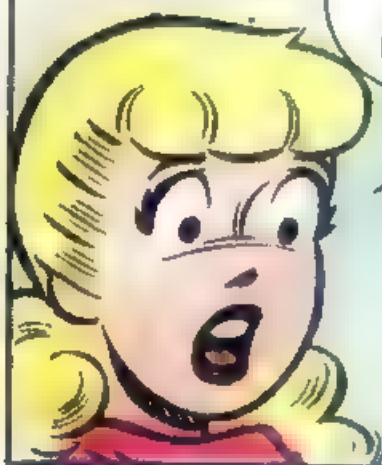
AND THE
WAY ARCHIE
LOOKS
AT HER!

(SIGH!)
I WISH
HE'D LOOK
AT ME
LIKE THAT!



WHAT CHANCE
HAVE I GOT
WITH ARCHIE?

HE'S SO FULL OF
PUPPY LOVE
OVER VERONICA
THAT HE **BARKS**
IN HIS SLEEP!
EVERY TIME HE
LOOKS AT VERONICA
HIS SOCKS
ROLL UP AND
DOWN!





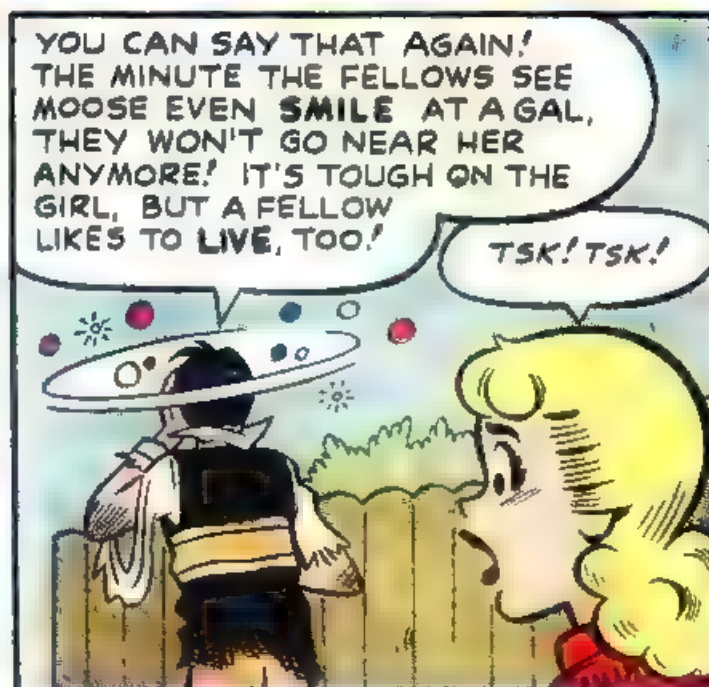
REGGIE!! WHAT HAPPENED TO YOU? YOU LOOK AS THOUGH YOU JUST FELL INTO A CEMENT MIXER!!

BELIEVE ME, BETTY-- I WISH I HAD!



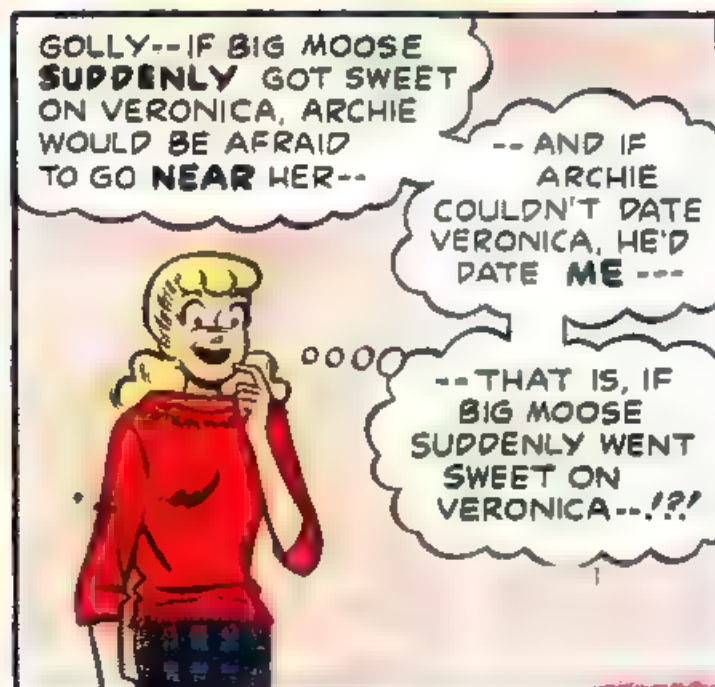
BIG MOOSE JUST TEED OFF ON ME BECAUSE HE SAW ME WALKING ON THE SAME SIDE OF THE STREET AS MIDGE, HIS GIRLFRIEND! BOY! CAN THAT GUY SOCK!

GOLLY! BIG MOOSE IS A REGULAR JEALOUS MANIAC!



YOU CAN SAY THAT AGAIN! THE MINUTE THE FELLOWS SEE MOOSE EVEN SMILE AT A GAL, THEY WON'T GO NEAR HER ANYMORE! IT'S TOUGH ON THE GIRL, BUT A FELLOW LIKES TO LIVE, TOO!

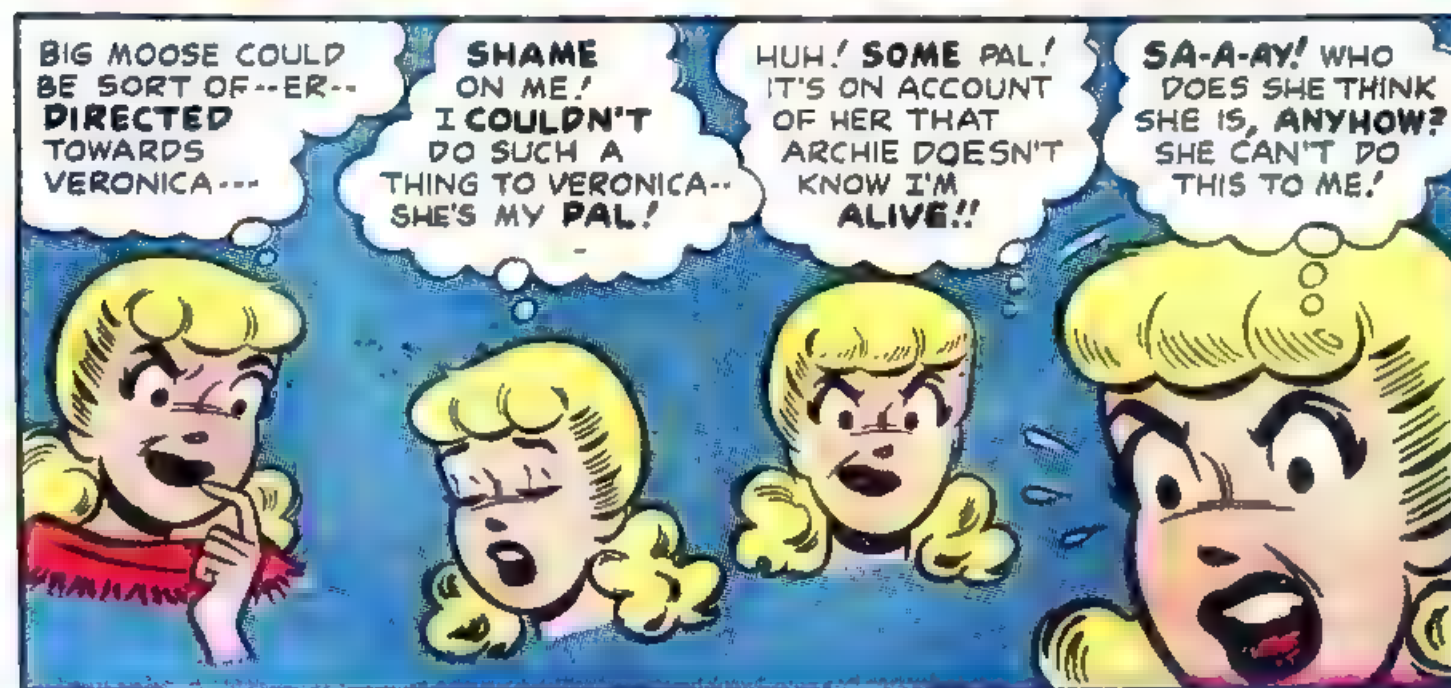
TSK! TSK!



GOLLY-- IF BIG MOOSE SUDDENLY GOT SWEET ON VERONICA, ARCHIE WOULD BE AFRAID TO GO NEAR HER--

-- AND IF ARCHIE COULDN'T DATE VERONICA, HE'D DATE ME --

-- THAT IS, IF BIG MOOSE SUDDENLY WENT SWEET ON VERONICA--!?!

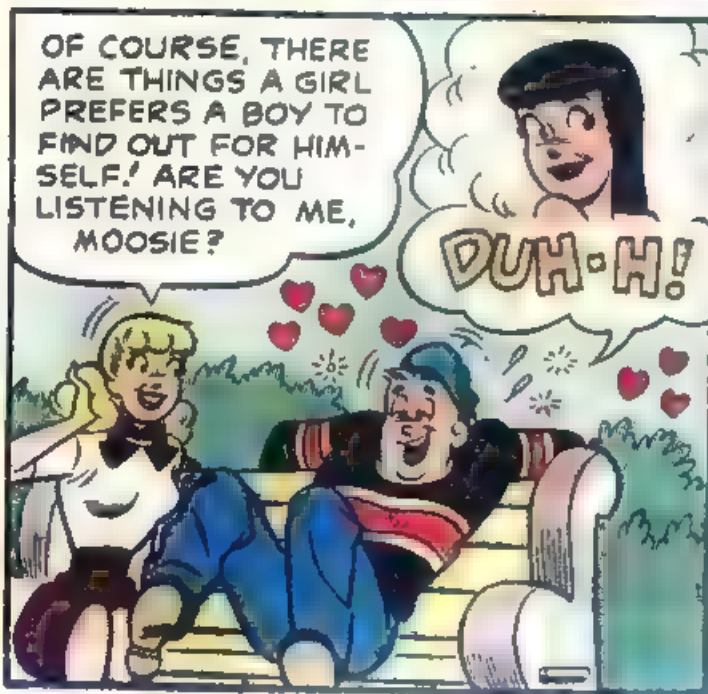
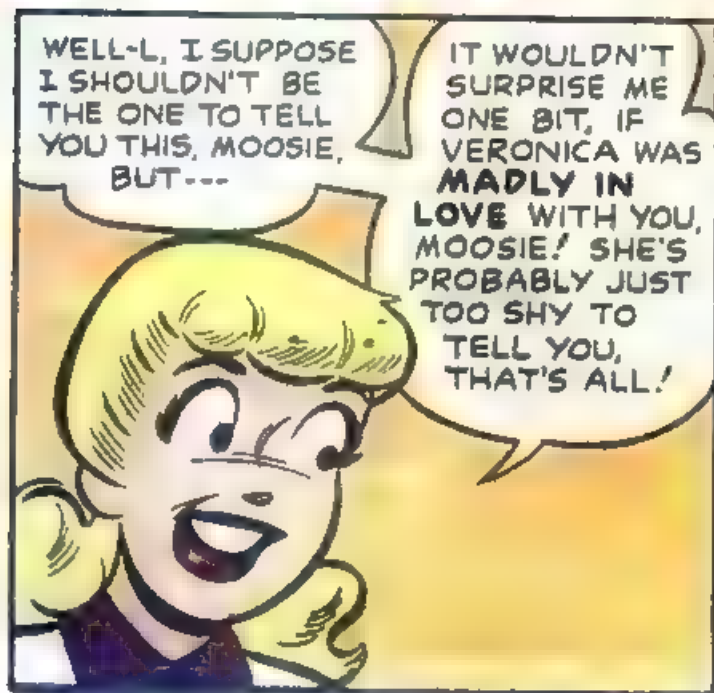
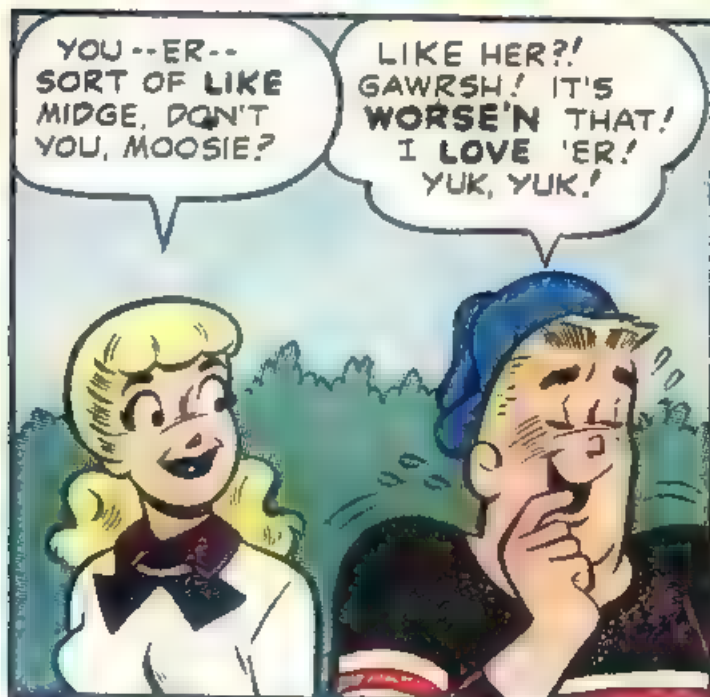
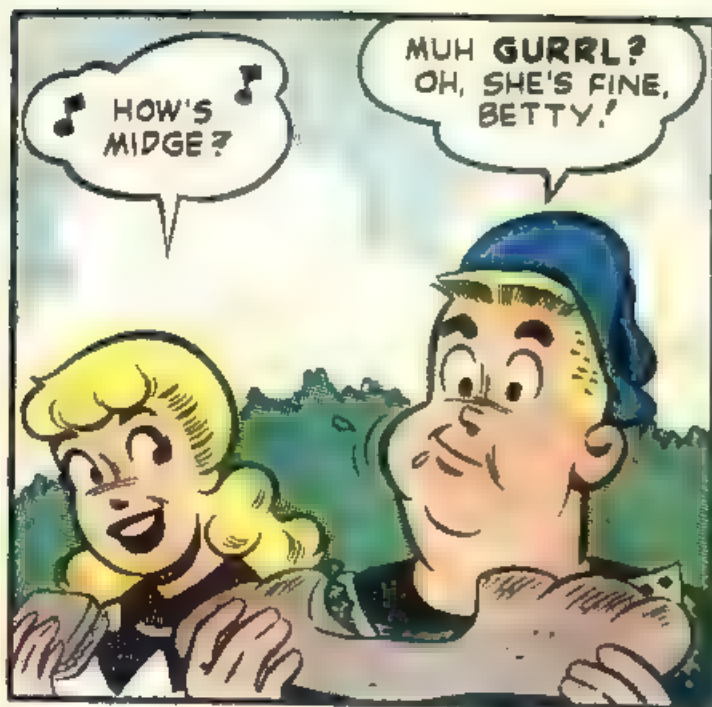
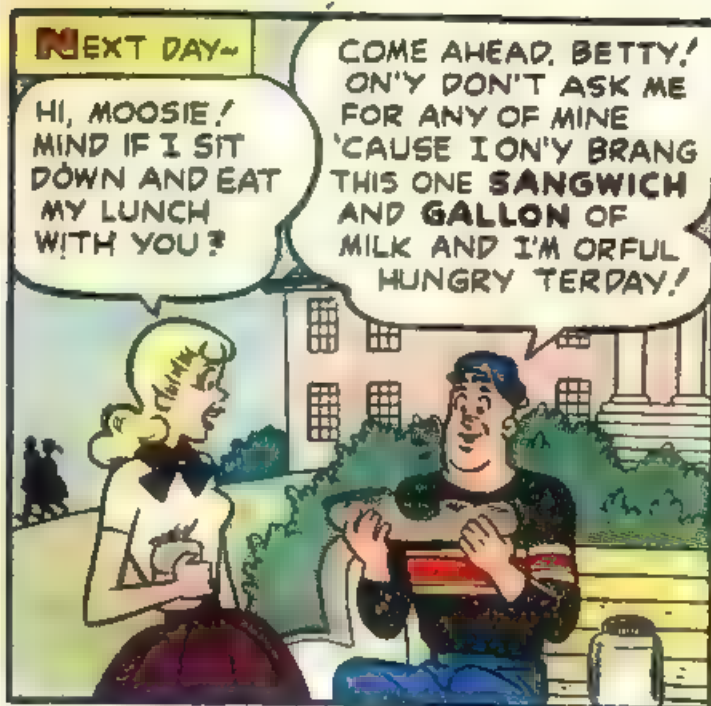


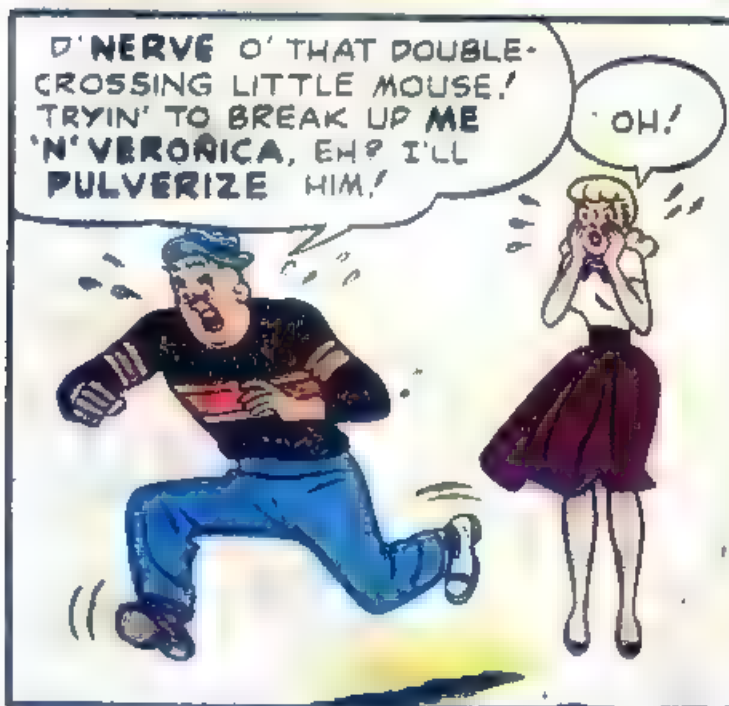
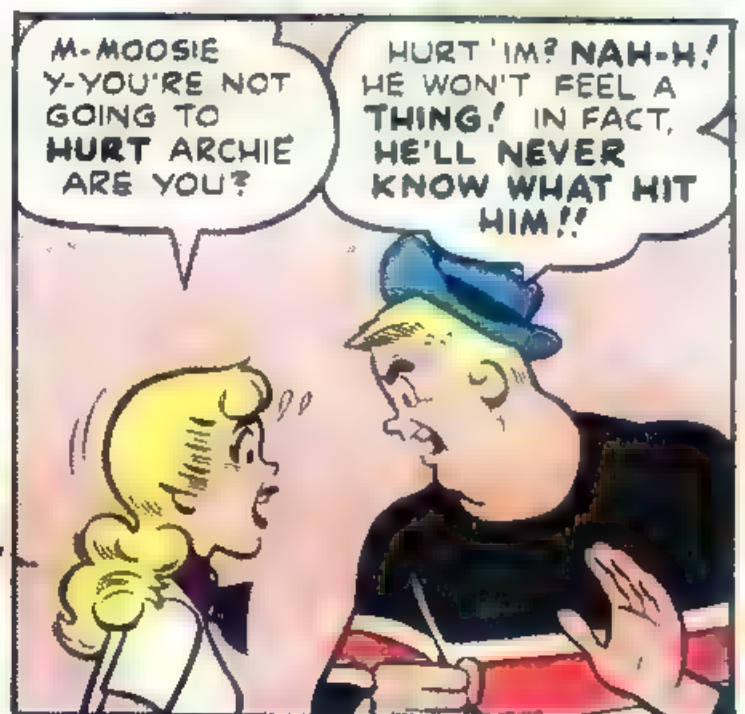
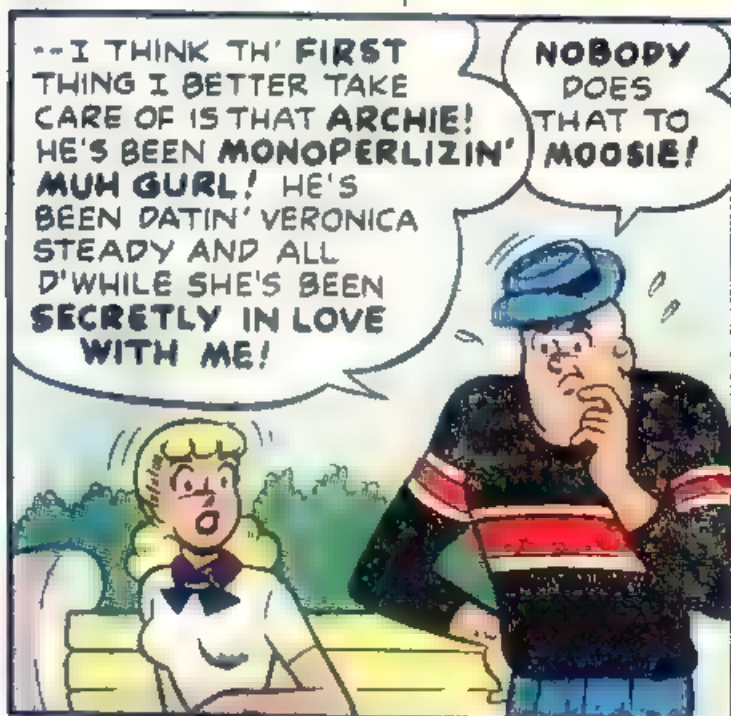
BIG MOOSE COULD BE SORT OF--ER-- DIRECTED TOWARDS VERONICA---

SHAME ON ME! I COULDN'T DO SUCH A THING TO VERONICA-- SHE'S MY PAL!

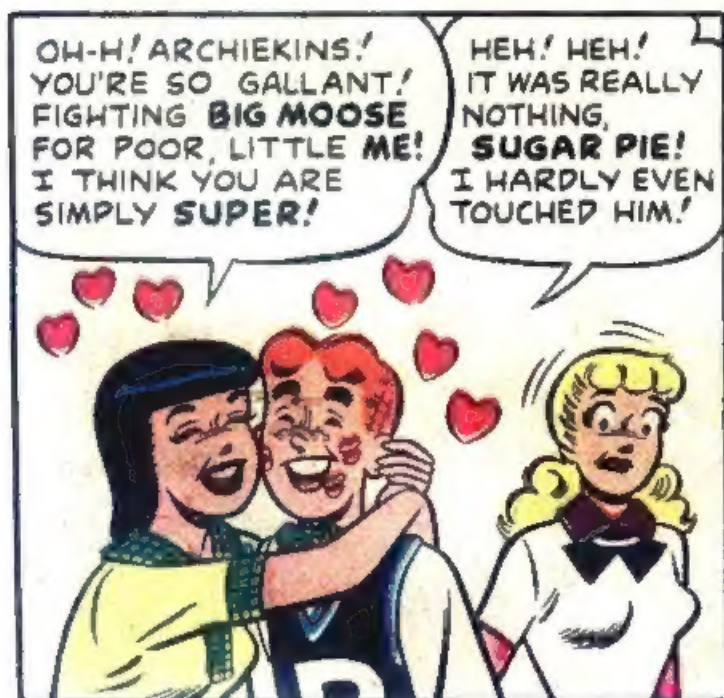
HUH! SOME PAL! IT'S ON ACCOUNT OF HER THAT ARCHIE DOESN'T KNOW I'M ALIVE!!

SA-A-AY! WHO DOES SHE THINK SHE IS, ANYHOW? SHE CAN'T DO THIS TO ME!









Don't Be Half A Man!

Let Me SHOW How I Can Make You a REAL HE MAN
from Head to Toe—in Just 15 Minutes a Day!

ARE YOU:

- Skinny and Run Down?
- Always Tired?
- Nervous?
- Shy and Lacking in Confidence?
- Overweight and Short of Breath?
- Lacking in Vim and Vigor?
- Fat or Flabby?
- Slow at Sports?
- Do You Want to Gain Weight?
- Tired of being bullied?
- Ashamed of your Half-Man Build?

NOBODY would ever call an Atlas Champion "Half A Man." They wouldn't dare. And nobody has to settle for "Second Best" . . . be "pushed around" by huskier fellows . . . or go through life feeling HALF-ALIVE. CHARLES ATLAS, himself, tells you what you can do about it—and FAST—right on this page!

Take a good honest look at yourself! Are you proud of your body or are you satisfied to go through life being just "half the man" you could be?

NO MATTER how ashamed of your present physical condition you may be—how old or young you are—you have the DORMANT muscle power in your God-given body to be a real HE-MAN. Believe me, I know because I was once a 97-pound HALF-ALIVE weakling. People laughed at my build . . . I was ashamed to strip for sports . . . shy of girls . . . afraid of competition.

Then I discovered the secret that changed me into "The World's Most Perfectly Developed Man." The secret I have shared with thousands of fellows to turn them into marvelous physical specimens — REAL HE-MEN from head to toe!

My Secret Builds Muscles FAST!

My Secret is "Dynamic Tension." It's the NATURAL easy method you can practice right in the privacy of your own room — JUST 15 MINUTES EACH DAY — while your scrawny chest and shoulder muscles swell so big they almost split your coat seams . . . you get sledge hammer fists, a battering ram punch . . . ridges of solid stomach muscle . . . mighty legs that never tire!

NO theory. No gadgets or contraptions. When you develop your strength through "Dynamic Tension," you can laugh at artificial muscle makers. You simply use the SLEEPING muscle-power in your own body almost unconsciously every minute of the day — walking, bending over, even while sitting! — watch it increase, and multiply until you're covered with a brand-new suit of beautiful SOLID MUSCLE. You're a REAL HE-MAN!

Charles Atlas

Holder of the title
"The World's
Most Perfectly De-
veloped Man."



VALUABLE TROPHY GIVEN AWAY

Be the envy of friends! Win this strikingly handsome "Atlas Champions" trophy, over 1½ ft. high! All pupils eligible.

Here Are Just a Few of the Men I've Turned into Atlas Champions!

Five inches of New Muscles
"That is what you have done for me—and in almost no time."
—C. W., W. Va.



Proud of His Build New
Gained 20 pounds. "My whole upper trunk is now in proportion to the rest of my body. I'm really proud of my body, thanks to you."
—P. V., Va.

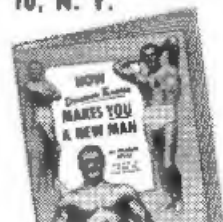
"New Health and Strength"
"I feel like a lion I can easily lift 185 pounds. You gave me new health, strength, and a perfect build."
—W. D., N. Y.



Make Wonderful Progress
"I am sending you this snapshot showing my wonderful progress."
—W. G., New Jersey

FREE My 32-Page Illustrated Book is Yours—
Not for \$1.00 or 10c—But FREE

Send NOW for my famous book showing how "Dynamic Tension" can make you a new man. 32 pages packed from cover to cover with actual photographs, valuable advice, answers to many vital questions. This book is a real prize for any fellow who wants a better build. Yet I'll send you a copy absolutely FREE. Just glancing through it may mean the turning point in your life! Rush the coupon to me personally.
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CHARLES ATLAS, Dept. 156
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Dear Charles Atlas: Here's the Kind of Body I want:

(Check as many as you like)

- | | |
|--|--|
| <input type="checkbox"/> More Weight—Solid—in The Right Places | <input type="checkbox"/> Powerful Arms, Legs, Grip |
| <input type="checkbox"/> Broader Chest, Shoulders | <input type="checkbox"/> Slimmer Waist, Hips |
| | <input type="checkbox"/> Better Sleep, More Energy |

Send me absolutely FREE a copy of your famous book showing how "Dynamic Tension" can make me a new man—32 pages, crammed with photographs, answers to vital questions, and valuable advice. No obligation.

NAME _____ AGE _____
(Please print or write plainly)

ADDRESS _____

CITY _____ ZONE _____ STATE _____



ENGRAVED WITH YOUR OWN INITIAL

★ *All you do is...* ★

NAME THESE FAMOUS U. S. PRESIDENTS



Just Get All 4 Right... We'll Send Your

GENUINE NICKEL SILVER SIGNET RING ABSOLUTELY FREE!

(A really terrific ring — made up with your own initial)

initial (you may have your choice of first letter of either first or last name.) Also, we will send you big FREE CATALOG of wonderful PREMIUMS — Bikes, Wrist Watches, Guns, Dolls and dozens of others — and tell you how to get them at no cost! Simply offer White CLOVERINE BRAND SALVE, easily sold to friends, relatives and neighbors, at 50c a package, and choose your PREMIUM or CASH COMMISSION. But right now, name correctly the Presidents shown above and get your BEAUTIFUL SIGNET RING—ABSOLUTELY FREE! Rush coupon today!

**Then mail coupon to win your
BEAUTIFUL SIGNET RING**

Win genuine nickel silver SIGNET RING—ABSOLUTELY FREE! Just name correctly the 4 famous American Presidents pictured above. Check names on coupon—fill in rest of coupon and mail to us. IT'S EASY TO WIN—ACT NOW!

WILSON CHEMICAL CO.
DEPT. 140-21 TYRONE, PA.

**MAIL THIS COUPON TODAY!
WIN A BEAUTIFUL SIGNET RING!**

Wilson Chemical Co., Dept. 140-21 Tyrone, Pa.

Famous American Presidents shown in pictures are (check 4 only)

<input type="checkbox"/> George Washington	<input type="checkbox"/> Theodore Roosevelt	<input type="checkbox"/> Thomas Jefferson
<input type="checkbox"/> Abraham Lincoln	<input type="checkbox"/> Ulysses Grant	<input type="checkbox"/> James Madison

IF I am a winner, rush my GENUINE NICKEL SILVER SIGNET RING and 14 packages of White CLOVERINE BRAND SALVE to sell at 50¢ a package. I will remit amount asked within 30 days, select a PREMIUM or keep CASH COMMISSION as explained under Premium in Catalog sent with order, postage paid to start.

NAME _____ AGE _____

STREET _____ RD _____ BOX _____

TOWN _____ ZONE _____ STATE _____

I want my Ring with this initial. _____

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Paste coupon on post card or mail in envelope today!